

THESIS

Evgenia Amey, Kristina Nikkari 2011

**RESEARCH ON THE IMAGE OF THE
SATAKUNTA REGION**



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RESEARCH ON THE IMAGE OF THE SATAKUNTA REGION

Evgenia Amey, Kristina Nikkari

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The goal of the thesis is to uncover the perception of the Satakunta region hold by companies, organizations and residents of Satakunta and all Finland. The research was conducted to find out if the region is considered to have a good business environment, a right place to start and develop a business and if it is profitable for investments. It also discovers the opinion of residents about different aspects and quality of life and finds out if they consider it a good place to live, work or study.

The thesis is not aiming at providing solutions for the improvement of the image, instead it will present a summarized picture of what the interest groups think about the region in general.

The information is gathered from the respondents by the means of online survey. The theoretical background includes general information about the Satakunta region and Satakuntaliitto (the Regional Council of Satakunta, the commissioner of the thesis project). The authors discuss the concept of image in general, corporate image, image in the context of regional development and destination image.

The results of the research show that the Satakunta region is in general found to be an attractive, comfortable and secure place to live and to do business. Though the region is not very well-known among the residents of other parts of Finland, those who have visited the region see it as a friendly, interesting place which is rich in natural and cultural attractions. The region is appreciated by both residents and visitors for its beautiful surroundings, cleanliness and attractiveness, variety of available sports and leisure activities, attractive events and friendliness. The organizations both from Satakunta and other regions of Finland see the region in a very positive way.

The respondents have noted a number of problems in the region and wished for some changes in public transportation, healthcare and public services which they consider can work more efficiently, also the educational and job opportunities were said to be lacking in the region.

The region has a good potential for tourism development, based on the natural, historical and cultural attractions as well as events such as Pori Jazz. The region can be promoted for domestic tourists as a holiday and short break destination.

Key words: Satakunta, Regional Council of Satakunta, image study, destination image, regional development

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1 INTRODUCTION

While considering the options on the possible thesis topic, we decided that it would be interesting for us to do a project concerning regional development. That is why we contacted Satakuntaliitto (the Regional Council of Satakunta) in search for the thesis topic. The Council suggested us to implement a research on the image of the Satakunta region.

Within the thesis project the concept of image would be studied in general as well as the image in business environment. It is also interesting to find out why the corporate image is important and how it can make businesses successful. The theoretical part will concentrate on the concept of image in terms of regional development by studying what the image means for countries, regions and cities. The information will be gathered from the books and articles.

The survey will be conducted for the organizations and companies in Satakunta and all over Finland to find out if they find a region to be a good business environment, possessing the opportunities for business establishing and development and if they consider the region to be profitable for the investments. We will also conduct separate surveys, one for the residents of Satakunta – to find out if they consider a region a good place to live and if they are satisfied with the quality of life – and the other one for the residents of other parts of Finland to ask what they know about the region, how they perceive it and if they would like to visit it as tourists or move to the region to work, live or study. The research methods and research findings will be presented in the final chapter of the thesis to draw the conclusions on the region's image in general.

The goal of the thesis is to find out and present how the region is perceived by organizations, companies and individuals all over Finland and if they find the region an attractive place to start and develop business or to work, live or study. We will also learn if the Satakunta region has a good reputation as a tourist destination and what people expect when visiting the region. We do not aim to provide solutions for improving the image of the region, instead we

discuss the importance of the image of a place and conduct an empirical study on the existing image of Satakunta.

The contact person of Satakuntaliitto whom we have contacted during the thesis project is Tiina Leino, Communications Designer of Satakuntaliitto. We have contacted her by email.

2 SATAKUNTA REGION AND SATAKUNTALIITTO

2.1 Presentation of the Satakunta Region

In this part we will present the Satakunta region in general, its division into sub-regions and the economic situation. We have used the information from the Satakunta region website, official websites of Pori and Rauma, Satakuntaliitto's website, brochures and publications.

Satakunta, located on the South-West part of Finland, borders the regions of Southwest Finland, Tavastia Proper, Pirkanmaa, Southern Ostrobothnia and Ostrobothnia. Until 2010 the region was a part of the former Western Finland Province, which used to include Southern Ostrobothnia, Ostrobothnia, Pirkanmaa, Satakunta, Central Ostrobothnia, Central Finland and Southwest Finland. The Satakunta region is divided into three sub-regions (Rauma, Pori and Northern Satakunta) and 21 municipalities. The Rauma sub-region includes the municipalities of Eura, Eurajoki, Köyliö, Rauma, Säkylä; the Pori sub-region is made of Harjavalta, Huittinen, Kokemäki, Luvia, Merikarvia, Nakkila, Pomarkku, Pori (Pori is also the main city of the Satakunta region), Ulvila; the Northern Satakunta sub-region contains the municipalities of Honkajoki, Jämijärvi, Kankaanpää, Karvia, Kiikoinen, Lavia, Siikainen. (Satakuntaliitto 2011.)

It is worth noticing that the Satakunta region is more industrial than any other part of Finland. Satakunta's main branches of economy are metallurgy, machine construction, leather and food production and wood processing. The electricity production level is also higher than generally in Finland. At the same time the trade, hotel and restaurant sector, banking and financial services have less importance in the region as branches of economy. The biggest sectors in the foreign trade of the region are technology, forestry, chemistry and clothing. Satakunta is considered to have a good climate for business development and offers many opportunities for education, sports and recreation. The region is also a home to UNESCO's world heritage sites – the Old Town of Rauma and Bronze Age burial site of Sammallahdenmäki, also in Rauma. (The Region of Satakunta 2008.)

The Pori sub-region, located in the centre of Satakunta, between the Rauma region on the south and the Northern Satakunta on the north, is the economy and business center of country level. Comparing to other sub-regions it has more industry and public services with the main branches of economy being heavy metal industry, electrical industry, chemical industry, energy production, information technology and telecommunications. The region attracts both domestic and international tourists by its beaches (Yyteri), cultural and nature sights and events such as Pori Jazz Festival, Raumanmeri Midsummer Festival, Rauma Blues and Pori Folk City Festival. (Satakunta Region 2011.)

Pori is the central city of the sub-region as well as Satakunta's capital, it is the important economical center and a port, attracting many employees and students (City of Pori 2011). The Northern Satakunta sub-region is more rural part of the region, with its economy concentrated on agriculture and forestry and the main branches being wood production, green house farming, textile and leather industry. Business development and consulting services are offered by Northern Satakunta Development Centre Ltd, which provides help in business establishing and funding. (Satakunta Region 2011.)

The Rauma sub-region is noticeable for its cultural heritage and natural beauty. Apart from two UNESCO world heritage sites, there is a lot to see for those interested in culture and history, for example Iron mill in Kauttua and Vuojoki mansion. The economy is mostly based on the industry and electricity production. (The Region of Satakunta 2008.)

2.2 Presentation of Satakuntaliitto and its Activities

Satakuntaliitto, the Regional Council of Satakunta, is the commissioner of the thesis project. Satakuntaliitto is a regional development organization, a federation of the municipalities of Satakunta, which acts as a development and land planning authority and lobbyist of the region's interests. The main tasks of the Regional Council include planning regional development programmes and coordinating the regional development operations, planning the land use projects in the region and implementing them, funding, international cooperation, marketing the province, coordinating the tourism development and promoting the interests of the Satakunta region, its businesses and residents on the country level as well as on international level. (Satakunta Region 2011.)

As for the organization of the Regional Council, it is made up of Assembly, Board and the Office of the Council. The highest decision-making body is the Assembly. The representatives are elected by the member municipalities for the period of four years. The Board works as a supervisor and consists of 13 members, the Chairman of the Boards is elected every four years. The Office of the Council acts as an assistant to the Board in administrative matters. (Satakuntaliitto 2011.)

3 CONCEPT OF IMAGE

3.1 Image in General

Many definitions of the term 'image' exist and it can relate to many things. Commonly image is defined as a mental picture of a person or an object. Cambridge Dictionary suggests several definitions of an image as a mental picture: "a picture in one's mind or an idea of how someone or something is", "the way that something or someone is thought of by other people" and "a mental picture or idea which forms in a reader's or listener's mind from the words that they read or hear". However, as it relates to our work, we would emphasize on the definition of image in business environment, also known as corporate image. The definition of corporate image suggested by Cambridge dictionary is the following "the way in which a company is seen and understood by people in general". (Cambridge Dictionaries Online 2011.)

Most commonly the image is understood as a set of beliefs, ideas and impressions, mental picture of an object which is not currently before the eyes of the observer; the image is based on the processed information about the object, the information can be gathered from varied sources and during a long time (Baloglu – McCleary 1999). Different information sources, from which the data concerning the object is gathered act as image forming agents (Beerli – Martin 2004). Erkki Karvonen suggests that image is a perception that is formed in the mind created on the basis of available information, it guides human behavior towards the object, purchasing decisions and choices, it predicts the attitude towards the object (Karvonen 2003).

The image of company (corporate image) is an impression of the company existing in the audience's mind. It relates to the company's name and visual attributes, products and services and their quality, company's vision, the way it treats its customers and employees and many other factors. The image is not formed constantly but instead it is the long process combining the information received about the company (promotional messages, media coverage, opinions of friends), feelings towards it and personal experience.

In general, the corporate image is a picture of the company that exists in people's minds and every person has different perspective. The corporate image is known to influence customer's buying behavior a lot. (Nguyen – Leblane 2001.)

However, customers are not the only ones whose opinion matters. The image is formed of many images that all company's audiences have about it. The interested parties, also referred to as "stakeholders" are both groups and individuals which are influencing or influenced by the company's activity, create support or have some actual or potential interest in the company. Commonly the company's stakeholders are its customers, employees, shareholders, partners, suppliers and governmental organizations. The whole company image is combined of individual perceptions of the interest groups and general public. (Klein 2006.)

During the image formation the company acts as an information sender, intentionally or unintentionally, with its logo and marketing, with its products and services. Then media coverage, the feedback from other customers and rumors added to this message it reaches the person who forms his or her own image of the company, which might be either correct and positive or wrong, one-sided and out-of-date. (Karvonen 2003.)

The positive image can add value to the company and its products and services, it can also guarantee customer loyalty. At the same time the negative image means poor perception of company by audience and can hinder the business. (Ross-Wooldridge–Brown–Minsky 2004.)

3.2 Image in the Context of Regional Development

Cities, regions and countries as well as companies and products compete with each other in the global market, struggling to attract more visitors, qualified workers, students and entrepreneurs, they fight for the right to organize big events and get positive image in media and in people's minds. The image or reputation of the place can be simple or complex. The place can be known internationally or locally. (Anholt 2007, 1-8.)

Despite the variety of literature available on the topic of destination image, it is still hard to produce one complete definition of what an image of a place is. Among many definitions the most widely used is 'the perception of an area', the wider definition could be 'the perception of the place hold by audience, influenced by personal experiences and beliefs, stereotypes, promotion and media coverage'. Due to the big amount of marketing information surrounding us, our minds cut out the majority of information and advertising messages about products and services with only a few selected impressions left to relate to a certain product, company or place, The mental picture, a result and a sort of conclusion of all the information processed is the image that exist in our minds. The image of a place includes the awareness and associations connected to it, which help people to evaluate the places. (Pike 2008, 202-204.)

The place's image consists of people's associations, memories, feelings, expectations and even stereotypes about the place and is the perception of the place hold by visitors, businessmen, companies and organizations both inside and outside the region, media, government and residents, all those groups act as stakeholders (Anholt 2007, 5-8). At the same time different stakeholders can perceive the place differently, for example the businessmen would see it differently from the residents and residents would a have a deeper in-sight than tourists (Donald – Gammack 2007, 57).

However, people's perception of the place might not always reflect the reality, since it can be based on personal judgments and prejudices as well as on media coverage, stereotypes and out-of-date information. The more personal was the experience of the place the more accurate and close to reality the perception would be. (Pike 2008, 204-205.)

The country's or region's image comes from different sources. Among those sources are tourism promotion (tourists and business travellers who have first-hand experience), export brands (mostly known products from the country or region), governmental policies, business environment (includes the situation with investments, labour market, business development

possibilities and companies presented on the market), cultural activities and exports and finally the population (behavior of people when abroad, the way they treat visitors, stereotypes, famous people). The image of the cities has significant difference from the image of the country or region, for example the political situation and exports are not likely to affect the image of the city, instead the main criteria taken into consideration are tourism and leisure possibilities, labour market, cost of living, traffic and pollution, historical heritage and cultural life. (Anholt 2007, 25, 59.)

According to Kotler, Haider and Rein the image of the place can be positive, weak, negative, mixed, contradictory and overly attractive. The place with a positive image is generally known and attractive to the majority of the audience, while the place with the weak image is not well-known due to the lack of attractions or lack of advertising. The negative image means that the place's name creates negative associations such as poverty and war. Mixed image is the most widespread image, the place with this type of image has both positive and negative features, for example the attractions and beautiful surroundings can attract the visitors, however bad environmental situation and crime rate can drive them away. Overly attractive image describes the image which is so attractive it cannot be hindered even by social and economic problems. (Kotler – Haider – Rein 1993, 143-144.)

Places with good reputation easily attract more visitors, entrepreneurs and investors than places with negative reputation. Countries and cities can create pictures in our minds when we hear their name, those images will influence our decision on investing, opening a business, travelling and moving to those places. It is hard to change the image, especially negative, because people tend to stick to their perceptions and adjust everything they see to fit their previous knowledge, which can be based on media coverage or stereotypes, not on the real personal experience. Some new positive information and facts can be taken as exceptions, not changing the negative image much. (Morgan – Pritchard – Pride 2004, 42-43.) That is why local governments find it important to know what is the general image of the places, so they can find a way to benefit from it or change it. Usually different organizations promote the country or the region by their activities in different ways. The exporters

promote the country's or region's products and services, the tourist boards and DMC (destination management companies) promote place to tourists and business travellers, the cultural institutions develop a connection with other countries and regions to share the original cultural products and services. (Anholt 2007, 2.)

It can happen that the above mentioned organizations, responsible for promoting of the place each in their own way, do not work in cooperation, do not have the same strategy and therefore their promotional messages might be contradictory. But if the work of those stakeholders is combined and they struggle for the same result, they can build a good reputation for the place that would be beneficial for all of them and would positively influence the region's economical, social and political development. (Anholt 2007, 2-3.)

In his book 'Competitive Identity' Simon Anholt suggests several strategies for a country to be competitive in the market. Those suggestions can also be applied for the regions. He recommends the stakeholder groups first to agree on national (regional) identity and societal goals, then to create a good environment for the innovation. He also suggests to struggle for the international events' organizing, to promote investments, tourism and business travel, to establish a successful relationship with the media and to develop cultural connections (Anholt 2007, 28-29.) Kotler, Haider and Rein also give suggestions for the stakeholders (residents, business community and regional government) to organize their cooperation and improve the following factors: the availability of basic services and functioning of the infrastructure; quality of life to support the flow of investments, businesses and new people into the region; support from social institutions and residents to make the place welcoming and comfortable; the improved message about the region delivered to the target audiences (those being investors, exporters, businesses and industries, new residents and workers, tourists and business visitors) (Kotler – Haider – Rein 1993, 18-20).

To use the benefits of the existing image or to change the negative image the regional authorities need to find out how the place is seen by people today – what good and bad aspects they see, to define what image is wanted and

how do they want people to perceive the region, then to find ways to go from existing image to the wanted image (Anholt 2007, 30). After all the ideal result of a good place promotion would be turning the place into a sort of 'magnet' to attract visitors, businessmen, investments, student and work force of high quality, which would do good for the development of the region and improve the quality of life of its residents (Donald – Gammack 2007, 169-170).

To measure the public image of the place it is important to find out first a level of awareness of a place. The audience which is at least by some extent familiar with the region can be asked about their feelings and experiences, those who have a richer experience can be asked to grade certain aspects of life in the region for example safety, attractiveness, friendliness of people. (Kotler – Haider – Rein 1993, 146-148.)

Tourism is important as a way to advertise the region. To be a competitive tourist destination the region should use its potential as a destination efficiently, manage and organize resources and be able to create export service products (Giaoutzi – Nijkamp 2006, 135-137). Apart from marketing activities, good services provided at the spot can influence the image a lot, because people tend to trust other people's experiences more than promotional messages. With development of technology it became easier for tourists to share their experiences for example through tourist boards and the social network (Anholt 2007, 88).

Also while choosing a destination to travel to the average person would gather the information about the place from more sources than if he or she would be buying some simple products or services. In the end, the image of the destination in the mind of the potential tourist would be complex and combined of marketing messages, experience of friends, relatives and people who have visited the place, recent news and popular culture. (Pike 2008, 205-206.)

When marketing the region or city as a tourism destination the 4Ps of marketing become different from the usual template for products and

services. The product (region or city) and place become one, the price cannot be perceived as only high or low, since some service (galleries, popular events, accommodation) can have a higher price while the other (free events, catering, consumer goods) can cost less comparing to other places. However, the importance of promotion cannot be underestimated. Place might be good by itself but it would not attract attention when it does not have an attractive image and individuality that makes it different from other destinations. Also, the destination is not a simple product and is composed of many goods and services, physical features and geographical surroundings, the lifestyle and attitude towards visitors which altogether create the experience for people. (Kolb 2006, 8-10.)

4 RESEARCH RESULTS

4.1 Research Methods

The research uses both quantitative and qualitative methods of data collection. The methods are briefly described below.

Quantitative research is based on statistical sampling theory and mostly includes formal methods of interviewing, the tools used for quantitative research are structured and standardized, the most popular tools being questionnaires, tests and structured personal interviews (Chisnall 2001, 195). The data gathered by using this method can be expressed numerically and can be analyzed with the help of statistical analyzing programmes (Crowther – Lancaster 2009, 75-76).

One of the most often used data collection tools is the questionnaire, which contain formal questions or free-style questions (the later, however, can also be considered as a qualitative method of data collection) or a mixture of both (Chisnall 2001, 194-195). The questionnaire is usually allowing easy and fast marking of replies by the respondents and the more convenient way to analyze the results with the statistical analyzing tools (Kivirinta 2008).

While making a questionnaire, it is important to consider the content and the logical order of questions, choice of words and types of questions in the questionnaire; range, scope and structure of the questions as well as the methods of administering and returning the questionnaires. The questions should be easy to understand and motivate the respondent to give the full and reliable answers. (Crowther–Lancaster 2009, 151 –153.)

The qualitative method of data collection is instead less structured and more flexible and personal and gathers descriptive data, which cannot be expressed in the form of numbers. It is more discovery and process oriented (Crowther–Lancaster 2009, 151 –153). The qualitative research, though more time-consuming, is diagnostic, observant, has variety of approaches, seek deeper understanding of factors and can provide the access to the

respondents' opinions which otherwise cannot be discovered (Chisnall 2001, 226).

The data collection tools for the qualitative method can include group discussions, group interviews, in-depth interviews, attitude and opinion research, brainstorming and observation of people's behavior (Chisnall 2001, 226). In those cases the respondents have a chance to express their opinion more freely than they can do through the ready-made questionnaires (Kivirinta 2008).

In-depth personal interviews search the answers from the selected sample with face-to-face contact and the results are very dependent on the skills of the interviewer. Brainstorming, yet another data collection tool, includes a group solving a problem and finding the solution. For the group discussions or group interviews the researcher (or moderator) has a list of issues that should be discussed, he or she while not questioning the respondents directly, guides the discussion in the right direction so all the topic are covered. It is noted that people will exchange their ideas and feeling more freely as the interaction with other respondents will motivate them to participate in the discussion. It is also possible to study how people influence each other's perception and behavior. In case some of the group members try to dominate the conversation, the moderator will apply his diplomatic skills to change the way the discussion is going so that everyone in the group will feel free to express themselves and be sure they are listened to. (Chisnall 2001, 198-208, 226.)

Both methods have their advantages and disadvantages. While quantitative method is considered to be outcome oriented, more reliable, clearly presenting facts and causes, it is less personal and sometimes fails to find the reason behind the respondent's choice of answer, since the standardized answer options do not allow providing additional information on respondent's feelings, beliefs and perception (Crowther–Lancaster 2009, 75 –76). The qualitative research is sometimes referred to as not as reliable or 'scientific' as the quantitative and requires more for the analyzing part, however it cannot be said that numerical data is superior, since the qualitative method

allows to discover respondent's covert attitudes and provide the new solution on the base of what the respondents have suggested (Chisnall 2001, 194-195). Quantitative and qualitative methods, when used together, can complete each other to provide more reliable results, since the quantitative method provides reliable statistical data and the qualitative methods considers the information that might be ignored by quantitative research tools (Chisnall 2001, 194-195).

The development of the technology presented less costly, less time-consuming and effective tools of data collection, which can be used for both quantitative and qualitative methods. The most used tools are electronic mail survey and Internet survey, though the usage of mobile phone and other devices is also growing in the research field. In many cases it allows getting a big number of responses in a short time as well as easily analyzing the results, which do not need to be typed in by the researcher, but instead would automatically be presented by the programme in the forms of diagrammes and images. The tools can include questionnaire (either sent by email or published in the Internet) and even online focus groups and in-depth interviews. However, there are some disadvantages since it is sometimes hard to find a sample for the research that would represent the group adequately, or the people are not eager to share their information because they are concerned about safety. (Chisnall 2001, 163-167.)

The research sample represents a larger group of population and allows drawing a conclusion about the group it represents. The size of the sample is defined by the characteristics of the group represented, the type of information that is needed and the resources available. The larger is the sample, the more reliable results it will provide. However, due to the size and inadequate selection the sample might not reflect the group's attitudes accurately. (Chisnall 2001, 199-200.)

By type the sampling is divided into probability sampling (random sampling) and non-probability sampling (for example quota sampling). With random sampling every person in a group has same chances to be chosen to the sample, which proves to be more reliable and objective method. The non-

probability sampling includes for example quota sampling and convenient sampling, this method is, though less costly, is criticized for being not reliable. Quota sampling is a purposive sampling, where the researcher may choose the sample by himself, so it is more dependent on personal judgment rather than on the probability theory. The convenient sampling, as follows from the name, represents the sample which was selected for the reason that it was more convenient for the researcher to access the respondents. It can be restricted, for example, by geographical location. (Chisnall 2001, 112-115.)

The thesis project is an empirical study aiming to discover the existing image of the Satakunta region among the Finnish organizations and companies and among the residents of Finland. We have used the online survey software Webropol, available on the website w3.webropol.com/ to create an Internet survey for the respondents. In the questionnaires we have used closed questions: simple alternative questions (with answer options 'yes' or 'no'), multi-choice questions with many, sometimes mutually exclusive, answer options. In several questions we have used scale ratings (the respondents were to evaluate the quality of life in the region from different perspectives by the scale from 'bad' to 'excellent') and Likert summated ratings, where several statements were given and the respondents could express their opinions about the statement, using the scale from 'strongly agree' to 'strongly disagree' (Chisnall 2001, 215-217). The open-ended questions were also used to ask the respondents to express their opinions in free form in their own words, which provided us with some qualitative data.

Two types of questionnaires were prepared – one meant for companies and organizations and the other one for residents of Finland. It was decided to study the perception of Satakunta's companies, organizations and individuals separately from those in other parts of Finland, since those from Satakunta can have a different approach to the image and in general know more about the situation in the region. In the end four questionnaires were created – for the companies and organizations from Satakunta, for the companies and organizations in other parts of Finland, for the residents of Satakunta and for the residents of other parts of Finland. The questionnaires for the residents

were available both in Finnish and English, the questionnaires for the companies and organizations were available only in Finnish. The questionnaires are found in Appendices 1, 2, 3 and 4 respectively. The cover letters are found as Appendices 5, 6, 7 and 8.

The questionnaire for the organizations and companies of Satakunta contained five questions. In the first question the respondents were asked which kind of organization they represent (public sector organization, private organization, educational institution, enterprise or other). In the second question the respondents were to grade the different aspects of life in the region (for example, social and economical situation, political situation, general atmosphere and quality of the environment) by the scale from 'excellent' to 'poor', while in the third question the Likert scale was used, it asked the respondents to express their opinion about the statements about the region by the scale from 'strongly agree' to 'strongly disagree'. The fourth and fifth questions asked the respondents to write in the free form what they liked most and what they would like to change in the region.

The questionnaire for the organizations and companies in other regions of Finland consisted of seven questions. The first one asked them about the organization type and the second asked to specify their location in Finland. The third and fourth questions asked if the respondents had any organizational or business connections in Satakunta and if they would like to bring their business to Satakunta or to establish more connections in the region. The fifth and sixth questions repeated the ones from the questionnaire for the organizations and companies of Satakunta, asking the respondents to grade the aspects of life in the region and express their opinion on the statements about the region. The seventh question was open-ended and studies the respondents' general image of Satakunta, the respondents' view might have been based on their own experience, their connections or sources of information about the region.

The survey for the residents of Satakunta included nine questions, with the first two asking for the personal information from the respondents (age and occupation). The third and fourth question asked about the sub-region where

the respondents resided (the Pori region, the Rauma region, the Northern Satakunta) and about the time they have been living in Satakunta. The fifth and sixth questions once again repeated the ones from the previous questionnaires concerning the aspects of life in the region and the statements about the region. The seventh and eighth questions asked the respondents about what they liked most and what they would like to change in the region. The ninth question asked if the respondents would recommend the region to their friend or people they know.

The last questionnaire was meant for the residents of other parts of Finland and contained twelve questions. The first three questions asked the respondents about their age, occupation and place of residence, while the fourth question asked them about the destinations they travel to more often (destinations within the region, within Finland, within EU or outside EU). The fifth and sixth questions asked if the respondents if they have been to the Satakunta region and if they would like to go there to work, live or study. Questions seven, eight, and nine were meant for those who have visited the Satakunta region before and asked about the purpose of the visit, the most interesting activities the respondents experienced during the visit and asked to grade the aspects of life the region. Question ten asked the respondents about the experiences they would like to get, if given a chance to visit Satakunta. The eleventh (open-ended) and twelfth questions asked about the respondents' general image of the region and if they would recommend the region to their friends or people they know. The questionnaires for the companies and organizations were to take 5-8 min to fill in while questionnaires for students were to take 3-5 min.

As was previously said, we have applied both quantitative and qualitative methods of data collection in our research. For the majority of the questions the respondents were given the ready answers, but the last questions about the image of the region and about respondents' liking or disliking the aspects of life were open-ended. This way we tried to encourage the respondents to express their opinion in their own words, in case they did not have a chance to do while answering the other questions.

The sampling for the survey included public sector organizations and educational institutions as well as companies operating in the different fields. The Council of Satakunta also provided us with some contacts within the Satakunta region. The cover letter with the link to the survey has been sent to 400 organizations and companies.

As for the individuals, we have contacted the universities all over Finland and ask them to forward the link to the survey to the students. The authors used local network of Rovaniemi University of Applied Sciences to contact the students from RAMK. The sampling for the survey for the residents of Satakunta included the students of Satakunta University of Applied Sciences and Diaconia University of Applied Sciences.

We expect to get from 50 to 100 answers from the organizations and companies, for each survey, around 100 answers from the residents of Satakunta and about 500 answers from the residents of other parts of Finland. This number of results is considered sufficient for the research, however we admit that during one month, for which the questionnaire would be available, it might not be possible to collect this number of the answers, especially from the companies and organizations (they might not have time or desire to answer). There is also a risk connected to the lack of motivation to give the answers to the open-ended questions, since they are more time-consuming and there is a possibility that the respondents would understand the questions differently from how the authors perceive them. Also, to answer some questions the respondents will need certain knowledge about the Satakunta region, which they might lack and the personal attitude about the aspects of life might not fully reflect the reality. Those factors might affect the reliability of the results, however considering the size of the sampling we think that different opinions about the region would be presented and from those we can draw the conclusion of the general image of the region.

4.2 Research Findings

The questionnaire was available on Webropol for one month. By the end of this time we got 167 responses from companies and organizations of Satakunta, 60 responses from companies and organizations from other parts of Finland, 123 responses from the residents of Satakunta and 552 responses from the residents of other parts of Finland. We find the number of responses received enough to draw the conclusions. The results were analyzed with the help of the Webropol analyzing tools and Microsoft Office Excel.

First we will present the results of the surveys for the organizations and companies all over Finland and for those in Satakunta. As was previously mentioned, we have got 60 responses from the organizations from all over Finland and 167 responses from the organizations of Satakunta.

Figure 1 presents the respondent organizations from all over Finland by type. The majority of the respondents are public sector organizations.

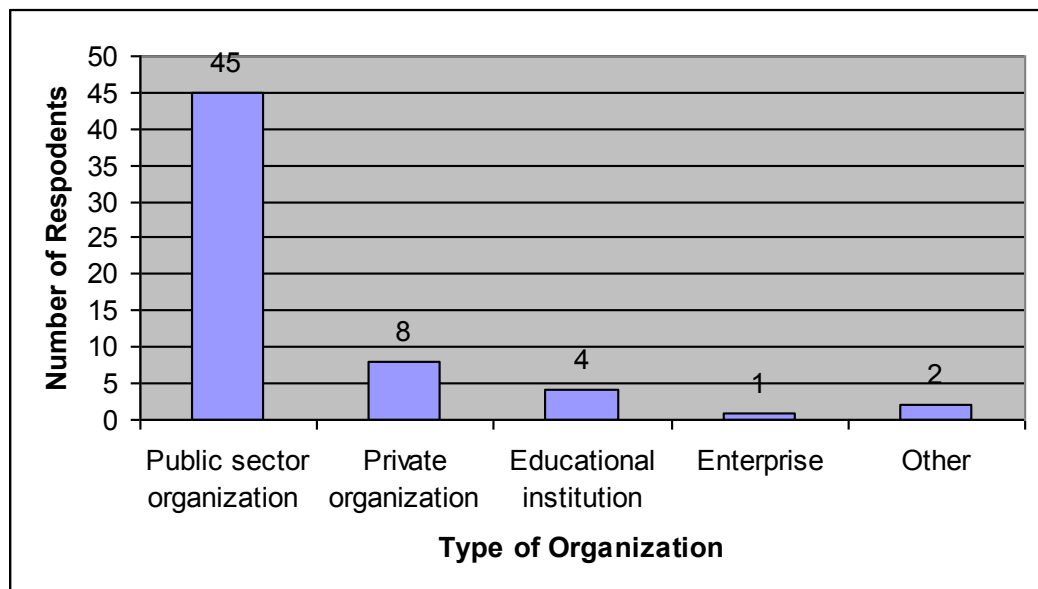


Figure 1. Respondent Organizations by Type (all Finland)

Figure 2 shows the location of the respondent organizations. Most of the businesses are from Pirkanmaa and Uusimaa. Smallest amount of returned surveys were given by the organizations from Kymenlaakso, Eastern

Uusimaa, South Karelia, Central Finland and Kainuu. There were no answers from the organizations from Åland Islands.

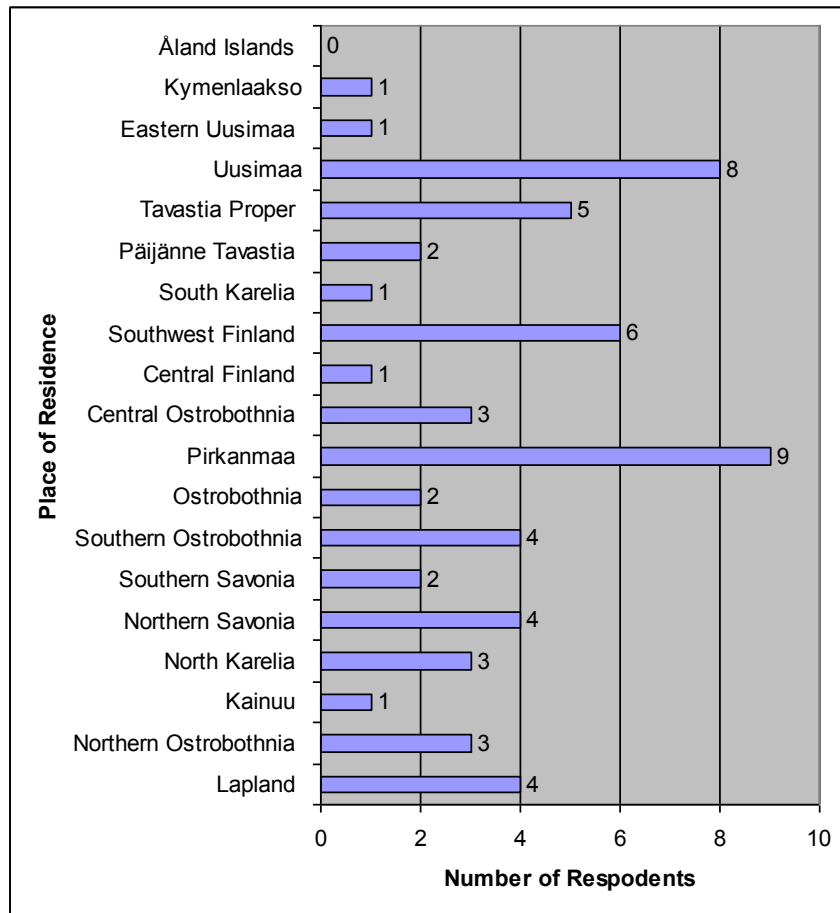


Figure 2. Respondent Organizations by Location (all Finland)

Figure 3 demonstrates that 60% of the organizations around Finland are having connections in the Satakunta region.

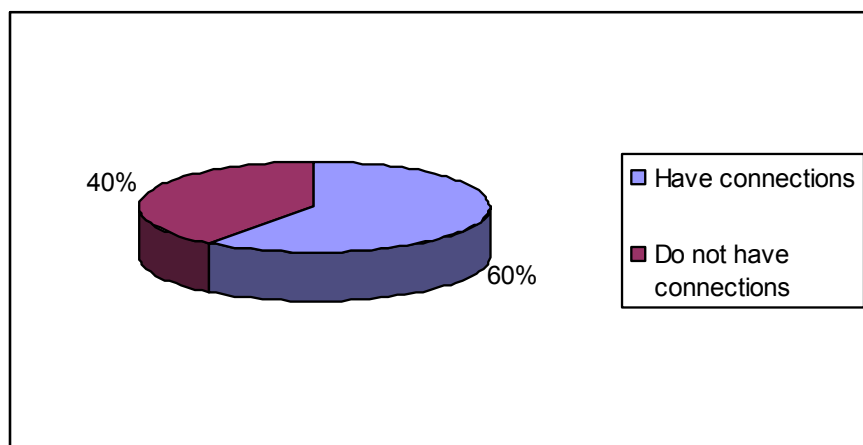


Figure 3. Percent of the Respondent Organizations having Connections in Satakunta (all Finland)

As follows from the Figure 4, when asked whether they would like to bring their businesses to Satakunta or have more partners in region, the majority (69%) of the respondents answered negatively.

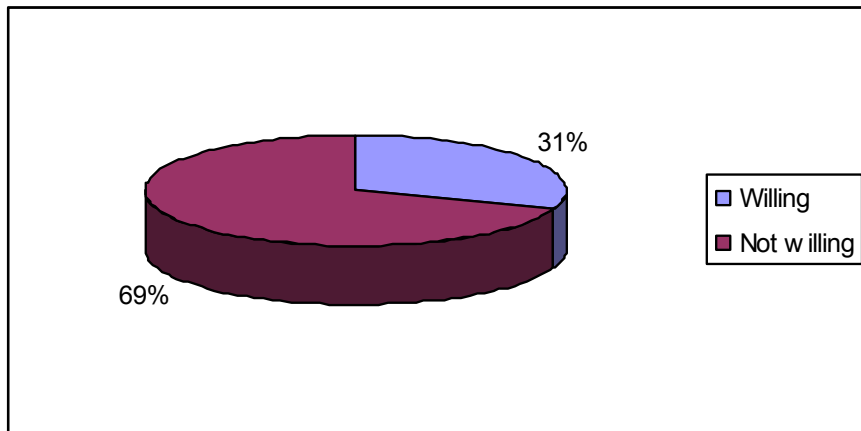


Figure 4. Respondent Organizations willing to bring the Business to the Satakunta Region/have more Partners in the Region (all Finland)

Figure 5 shows that respondent organizations' grades for the regional features are relatively high, with the majority of the regional features being graded as 'good'. The highest grades were given to the features such as safety, sports and leisure activities, appearance and cleanliness of the surroundings, public services, cost of living and quality of the environment. The rest of the features, though graded lower, still were described as mostly 'good' and 'satisfactory'. Only a few respondents graded the regional features as 'poor', those features being social life and accessibility.

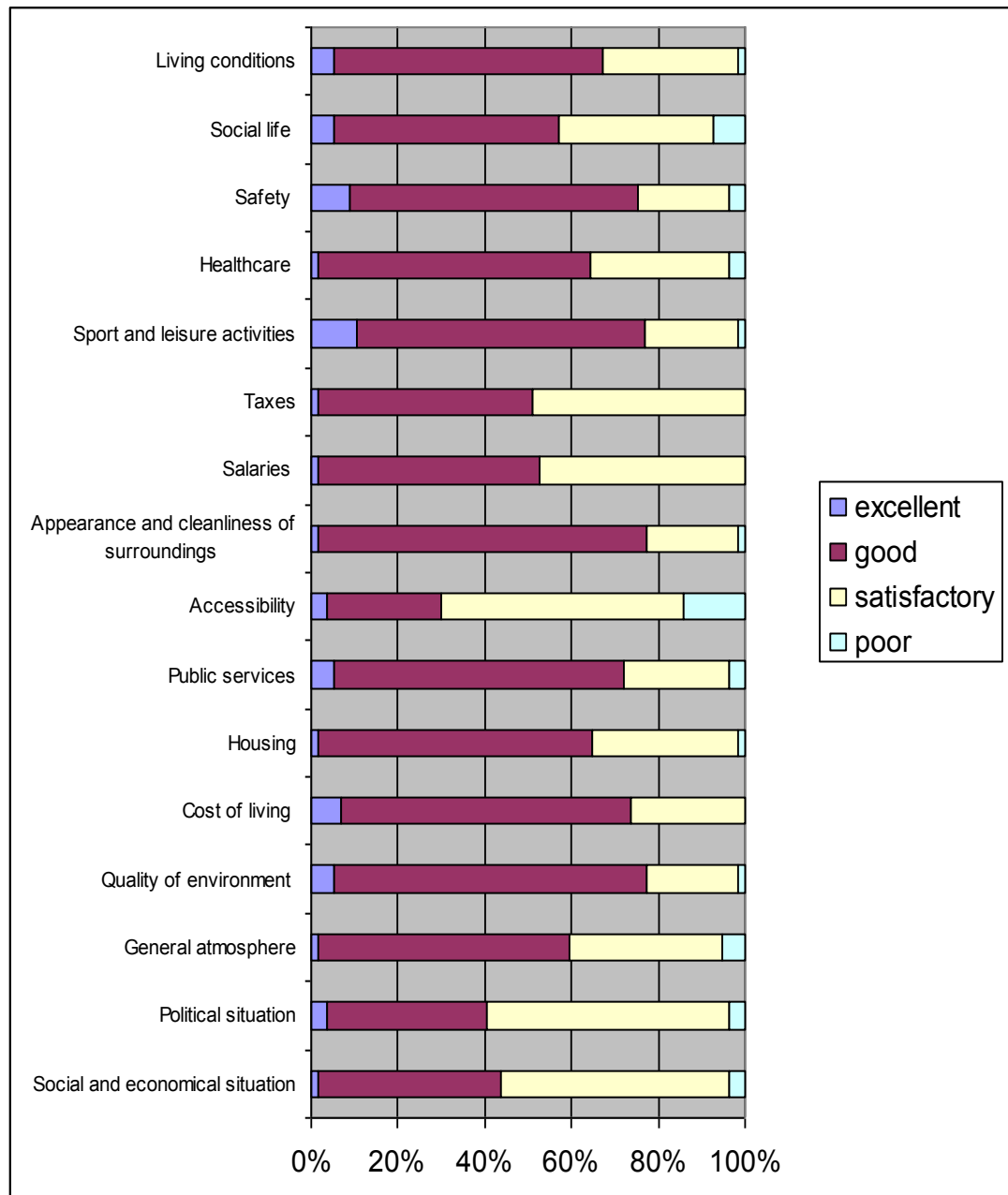


Figure 5. Respondent Organizations' Grades for the Satakunta Region's Features (all Finland)

While given the opportunity to express their opinion on the statements about Satakunta, the majority of respondents provided mostly good feedback on the region (the statements were positive and the majority of the respondents tended to agree with them). The majority of the respondents agreed that the region had the big number of reliable business partners, the work force in the region was of high quality and availability, the regional authorities and development organizations supported businesses. They also noted that bureaucracy and other barriers were non-existent in the region, business security could be guaranteed, public sector worked well, quality of the life

was high and that the region was a comfortable and secure environment for living. At the same time the respondents noticed that there was not enough demand for products and services, the cost of business is relatively high and the job opportunities were not enough (Figure 6).

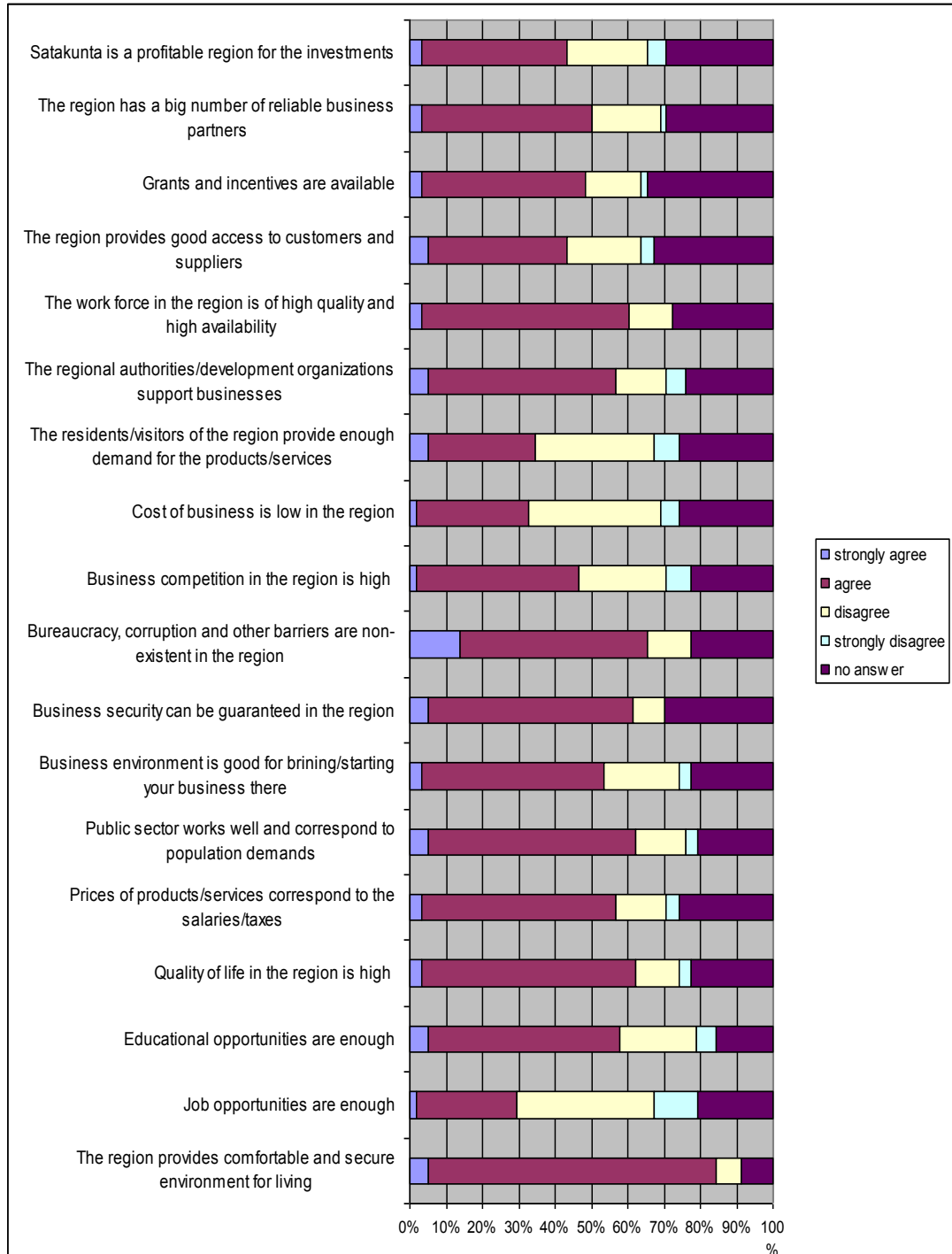


Figure 6. Respondent Organizations' Opinion on the Statements about Satakunta (all Finland)

The organizations and companies from other regions of Finland (apart from Satakunta) were suggested to describe their image of the Satakunta region.

Not all the respondents gave answer to open-ended questions, but the results are presented in Table 1. Same as for the individual respondents, the organizations in most did not have any defined image of Satakunta or did not have enough knowledge about the region. By others the region was described as the prosperous and the rural region having positive image with attractive events. Other characteristics described the region to be a good and safe place for business with a good location.

Table 1. Respondents' General Image of the Satakunta Region (Organizations and Companies from Other Regions of Finland)

Respondents' General Image of the Satakunta Region (Organizations and Companies from Other Regions of Finland)	
General image/Association	Number of respondents
No defined image, do not know much about the region	10
Positive	3
Prosperous region	3
Rural	2
Attractive events	2
Good place for business	2
Safe place for business	2
Good location	2

The figures below show the results of the survey for organizations and companies in Satakunta. Figure 7 presents the respondent organizations from Satakunta by type. The majority is again presented by public sector organizations.

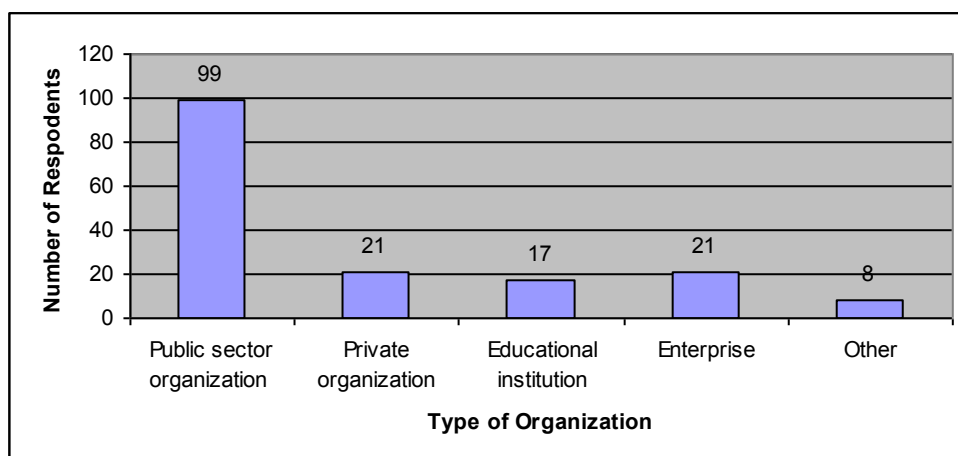


Figure 7. Respondent Organizations by Type (Satakunta)

Figure 8 shows the respondent organizations' grades for the regional features. The features which got the highest grades are living conditions, safety, sports and leisure activities, appearance and cleanliness of the surroundings and quality of the environment. Though the majority of the features were graded as 'good', some features such as taxes, salaries and political situation were mostly graded as 'satisfactory'.

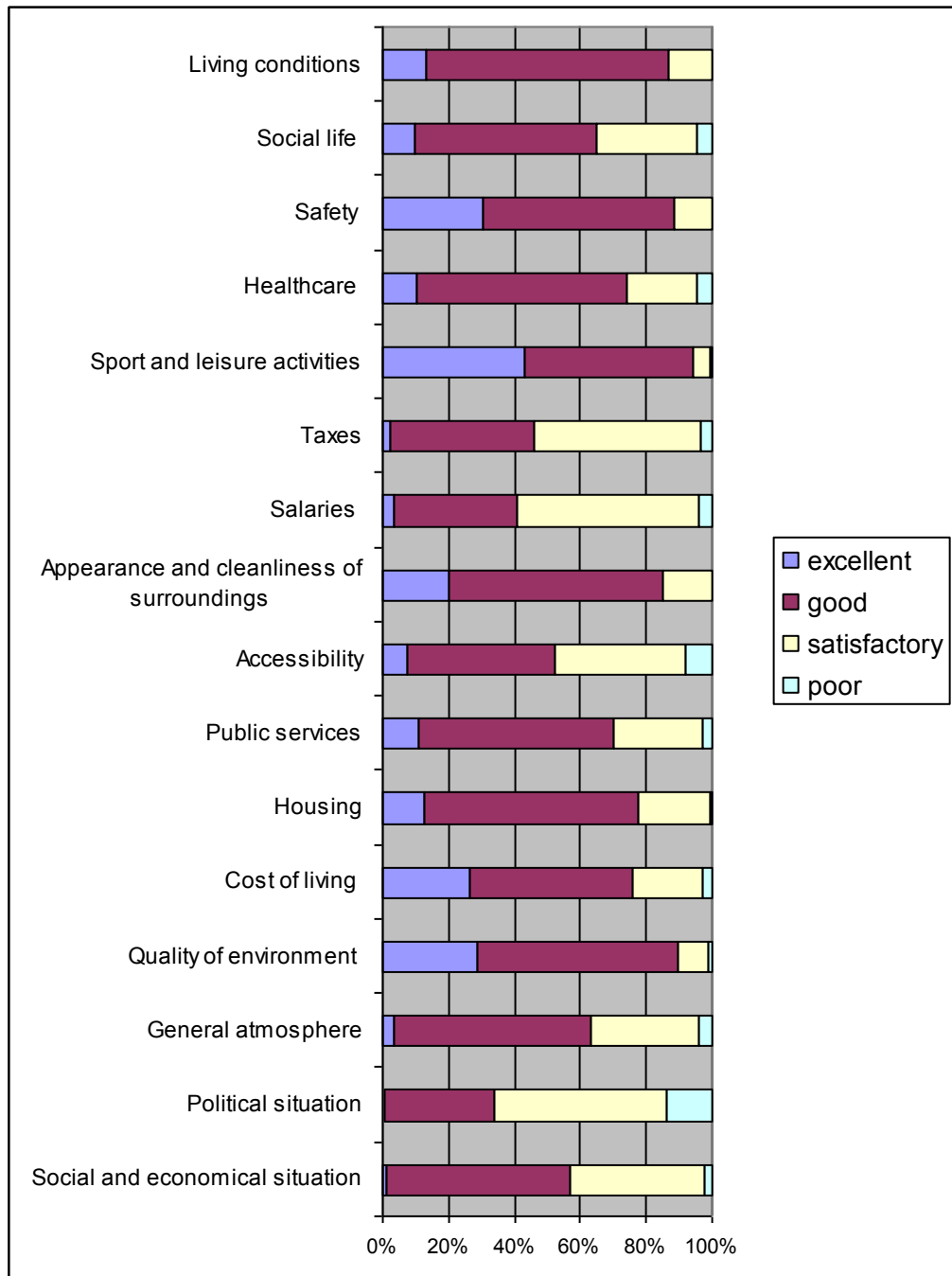


Figure 8. Respondent Organizations' Grades for the Region's Features (Satakunta)

Figure 9 shows the respondents' opinion on the statements about Satakunta. The region got positive feedback with the majority of the respondents

agreeing that the region has a big number of reliable business partners, the work force is of high quality and high availability, bureaucracy and other barriers are non-existent. The business environment was defined as good, the public sector was said to be working well. The respondents also agreed that the prices or products and services correspond to the salaries, quality of life is high, educational opportunities are enough and the region is a comfortable and secure environment for living.

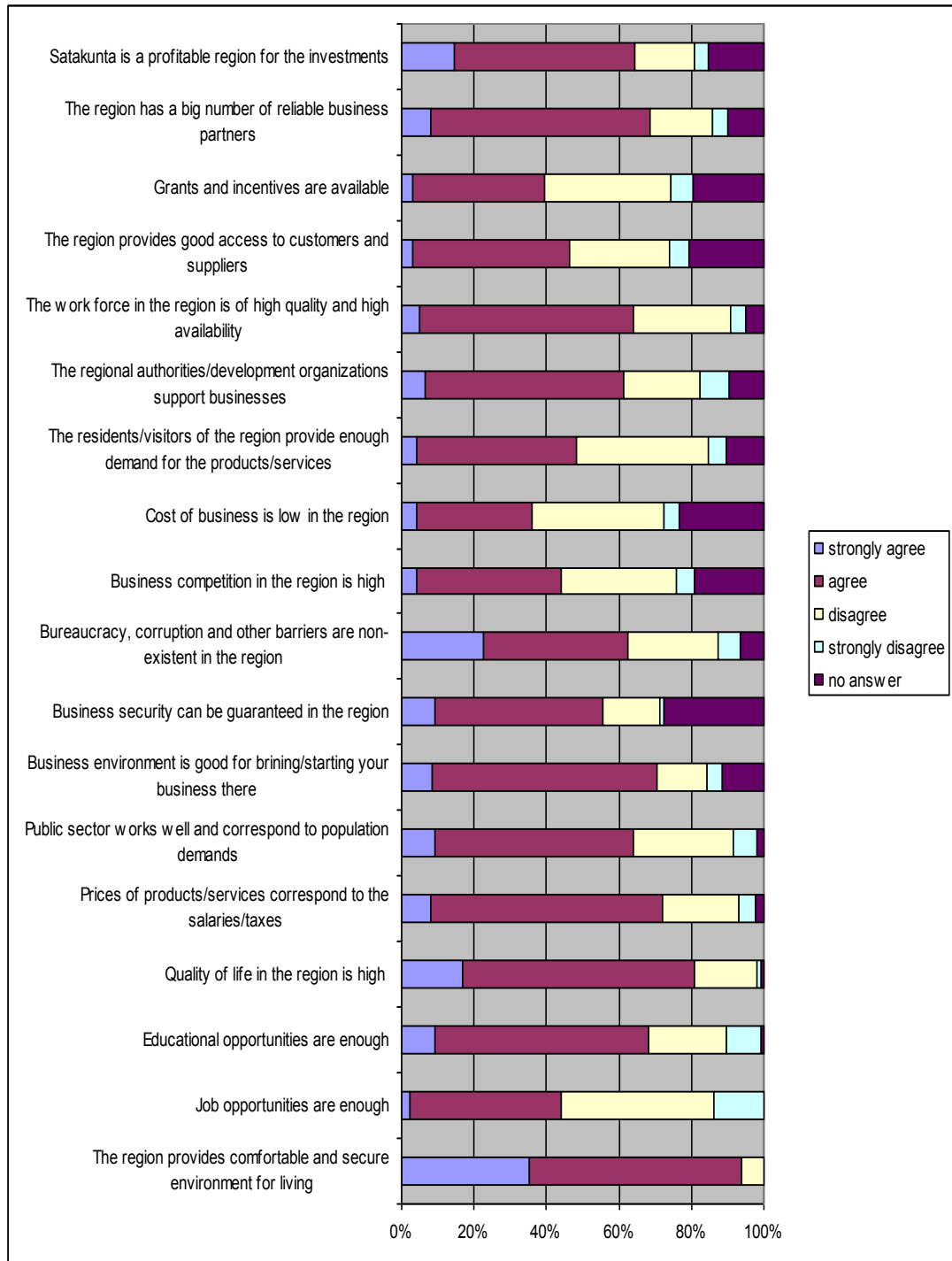


Figure 9. Respondent Organizations' Opinion on the Statements about Satakunta (Satakunta)

The organizations from Satakunta were asked about the features and about the factors that they would like to change in the region. The summarized results are presented in Table 2. Positive features mentioned by most of the respondents are beautiful surrounding and nature, location, short distances, reasonable cost of living, well-developed services and industry, friendliness of people, cultural and historical attractions. The region was described as a good and safe place to live and to do business, reliable and with high quality of life. The respondents noticed big choice of sports and leisure opportunities, efficient work of public sector organizations (for example the development policies of Satakuntaliitto were mentioned), big development opportunities for the region and effective cooperation. As for the negative features, the respondents noted that better public transport connection and better cooperation within the regional actors is needed, as well as more job opportunities especially for young people and improved decision-making. Some mentioned that the healthcare services need improvement and others said that mentality of the residents is something they did not like (people need to be more open-minded). Few respondents said that the situation in different sub-regions varies (economical development, unemployment), so they cannot answer about the region in general. That was a good comment about the survey, since we did not consider dividing the region into sub-regions to be evaluated.

Table 2. Satakunta Organizations' Liking and Disliking about the Region

Satakunta Organizations' Liking and Disliking about the Region			
Like most about the region	Number of respondents	Dislike/would like to change	Number of respondents
Beautiful surroundings, nature	40	Better public transport connection needed	27
Location, short distances	30	Better cooperation needed	22
Reasonable cost of living	21	More job opportunities needed	12
Industry and services well-developed	18	Better decision-making in the region needed	11
Friendly people	15	Mentality	7
Cultural and historical attractions	12	Better healthcare services needed	4
Safety	11		
Good place to live and to do business	10		
Sport and leisure opportunities	9		
Quality of life	5		
Reliability	5		
Public sector organizations work effectively	5		
Development opportunities	5		
Effective cooperation in businesses	5		

Further figures show the results of the survey for individuals – residents of Finland (apart from Satakunta) and residents of Satakunta. We received 552 responses from individuals all over Finland and 123 responses from the residents of Satakunta.

First we will present the results of the survey for the residents of other regions of Finland apart from Satakunta. Figures 10, 11 and 12 correspond to the questions asking for the respondents' personal information and show that the majority of the respondents are of age from 21 to 30 years old, also the majority are students. The biggest amount of answers was given by the respondents from Tavastia Proper, Pirkanmaa, Uusimaa and Lapland.

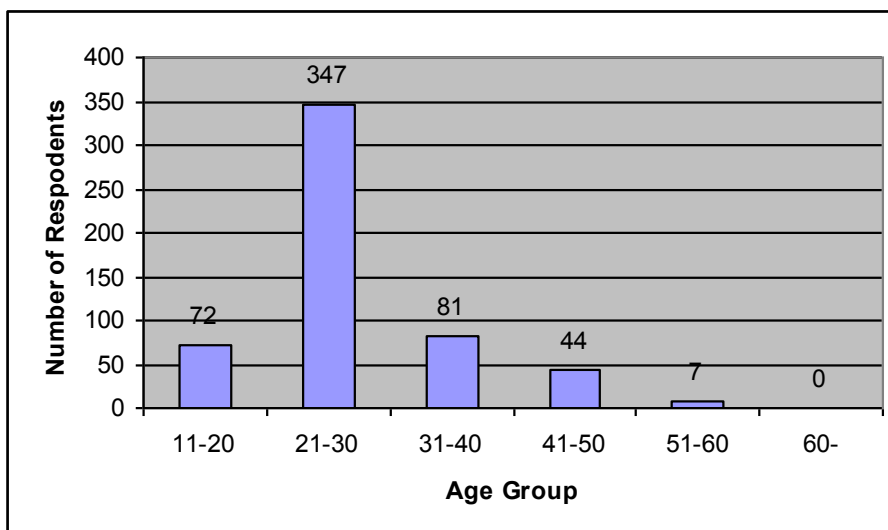


Figure 10. Respondents by Age (all Finland)

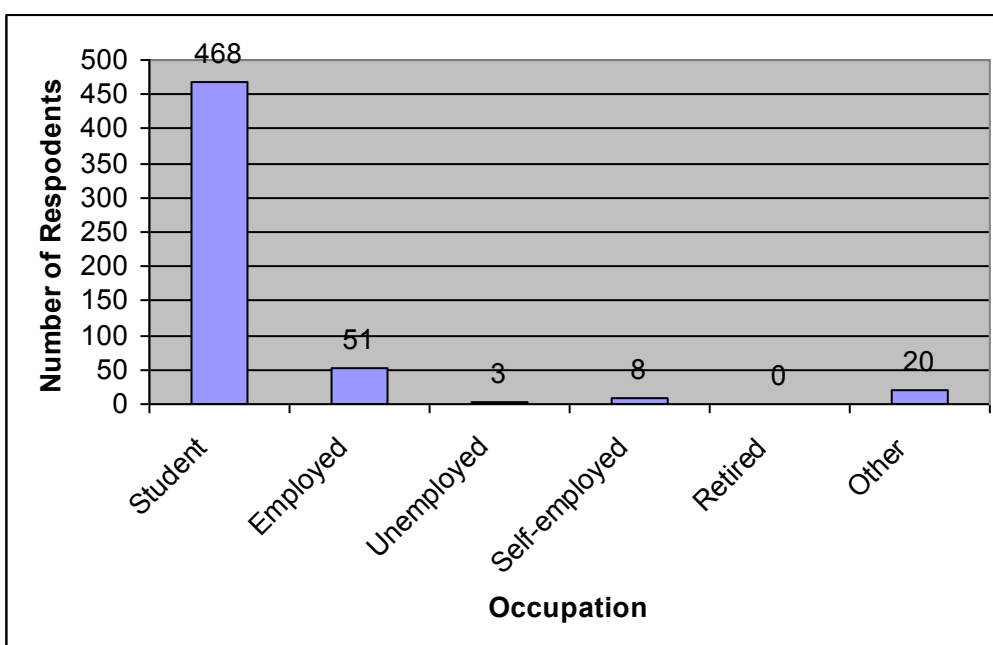


Figure 11. Respondents by Occupation (all Finland)

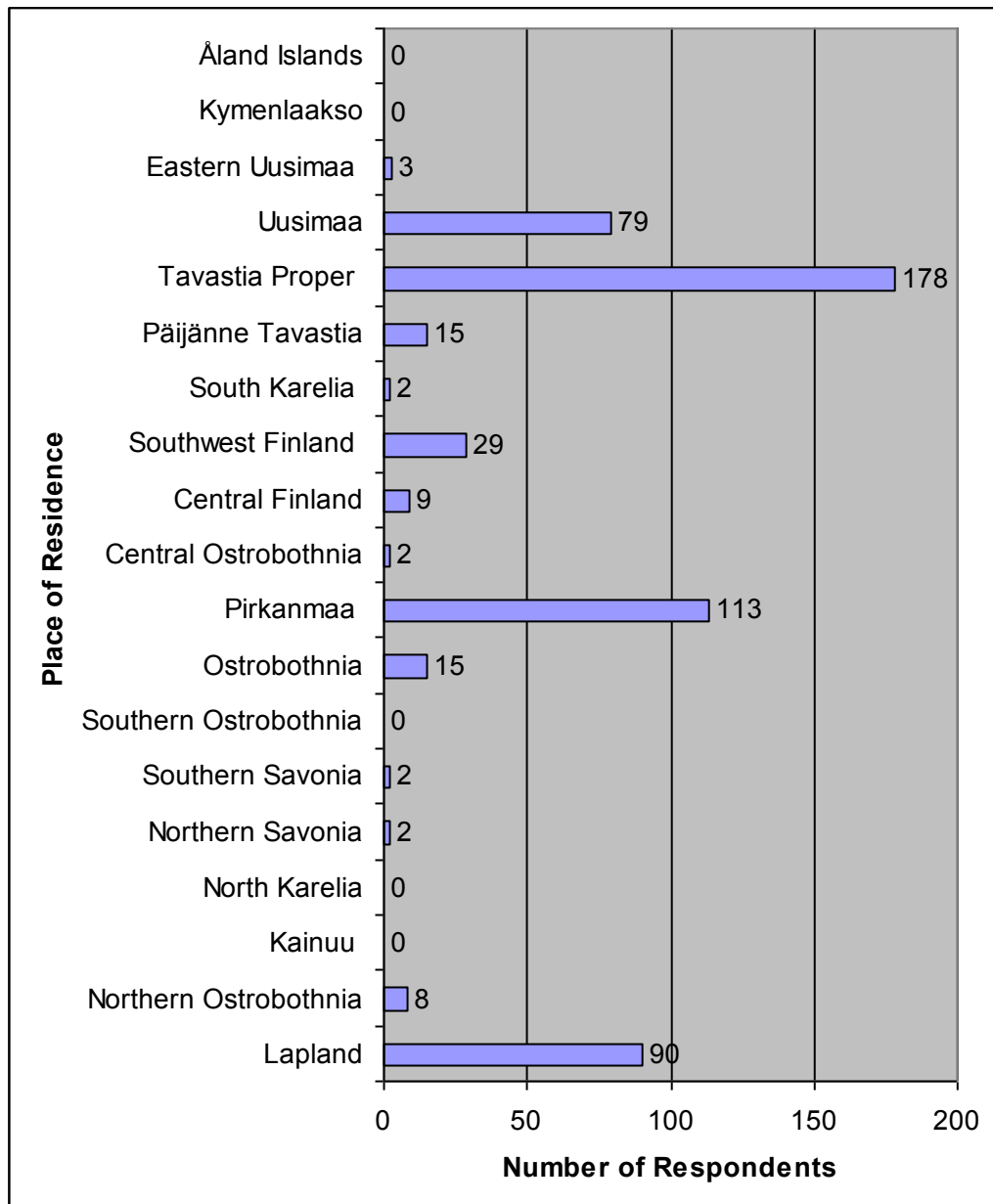


Figure 12. Respondents by the Place of Residence (all Finland)

Figure 13 demonstrates the respondents' travel behavior. The majority travel to the destinations within Finland most often. Also Figure 14 shows that 80% of the respondents have visited the Satakunta Region in the past.

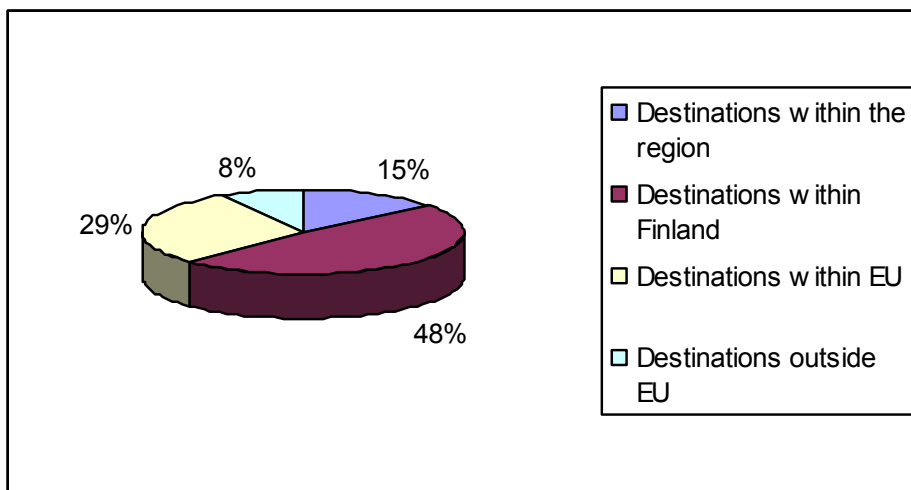


Figure 13. Destinations to which the Respondents travel more often

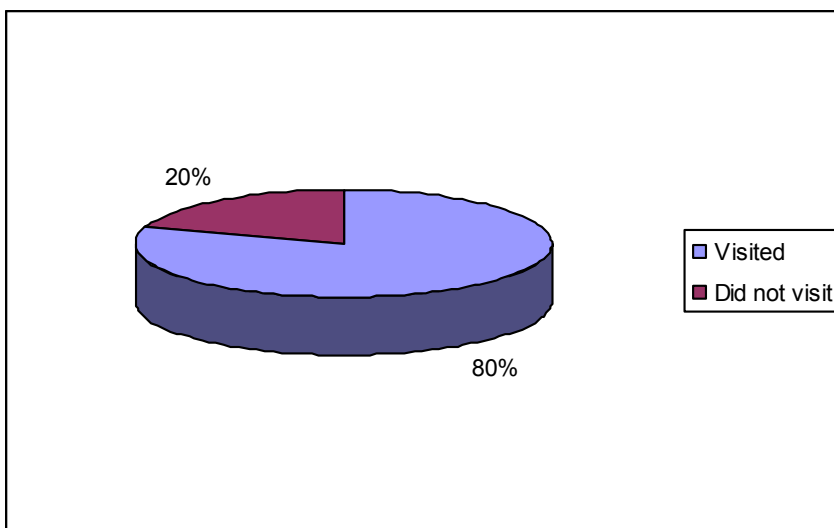


Figure 14. Percent of the Respondents which have visited the Satakunta Region in the Past

Figure 15 shows that when asked whether they would like to go to work, live or study in the region, 53% of the respondents answered negatively.

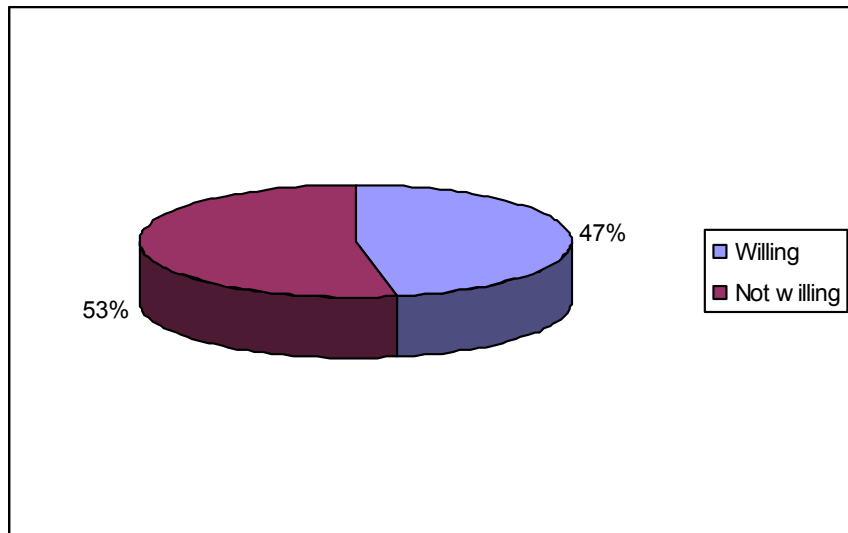


Figure 15. Respondents willing to go to work, live or study in Satakunta

Figure 16 shows the respondents' reasons for visiting Satakunta with most common reason being the visit to friends and relatives and tourism.

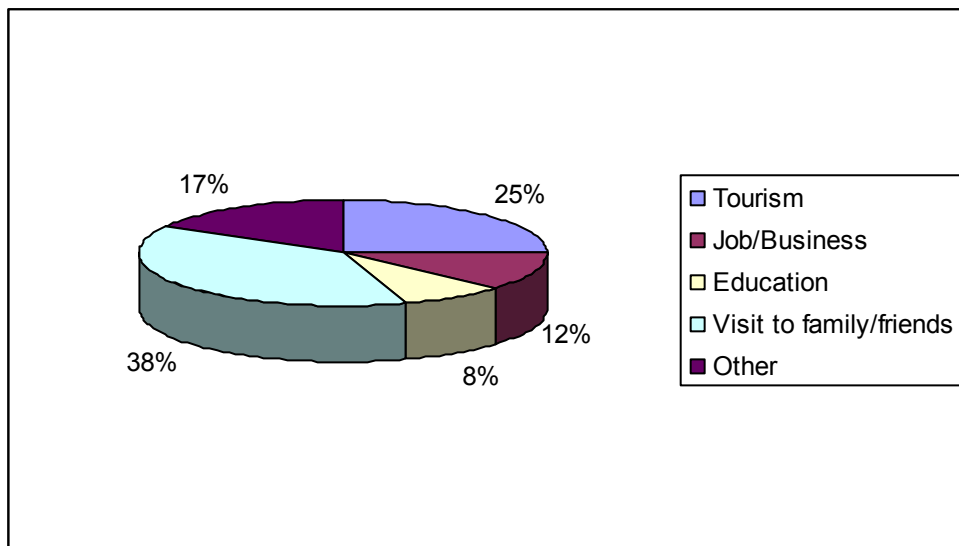


Figure 16. Respondents' Reasons for Visiting the Satakunta Region

Figure 17 shows the most important or interesting activities in the region according to the respondents. The majority of the respondents find cultural and historical sights, sports and leisure activities and events most attractive.

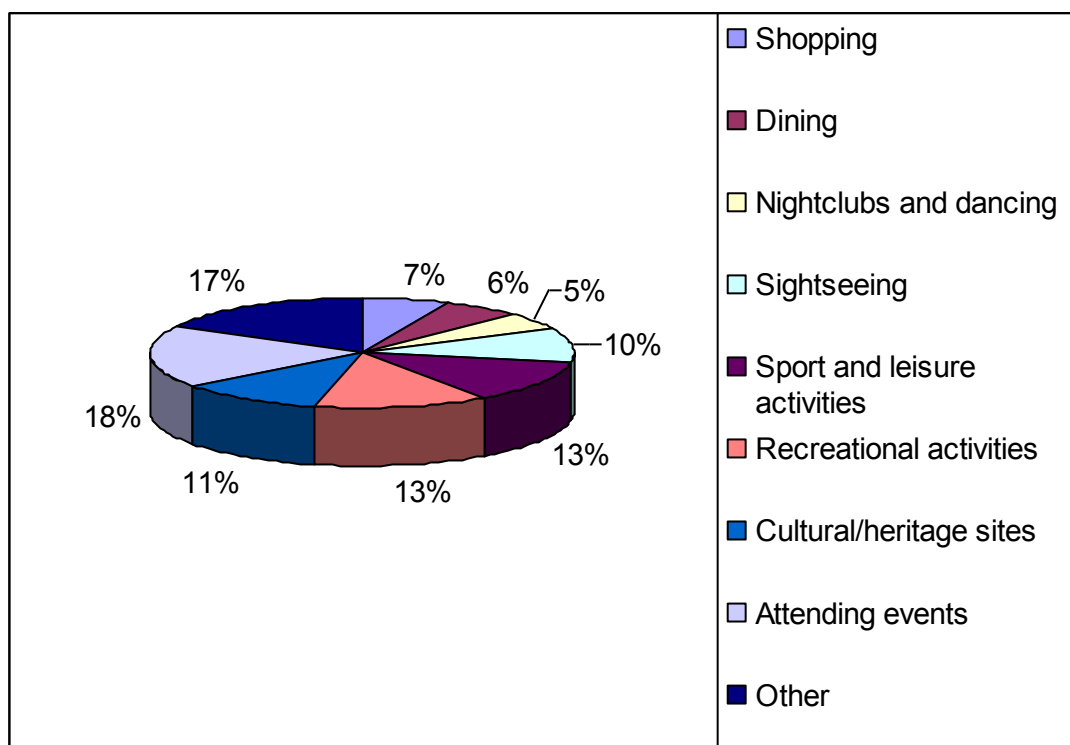


Figure 17. The most important/interesting Activities in the Region according to Respondents

Figure 18 shows the respondents' grades for the regional features. The majority of the respondents graded features as 'good'. The highest grades relate to the events, living conditions, quality of the environment and general friendliness and atmosphere.

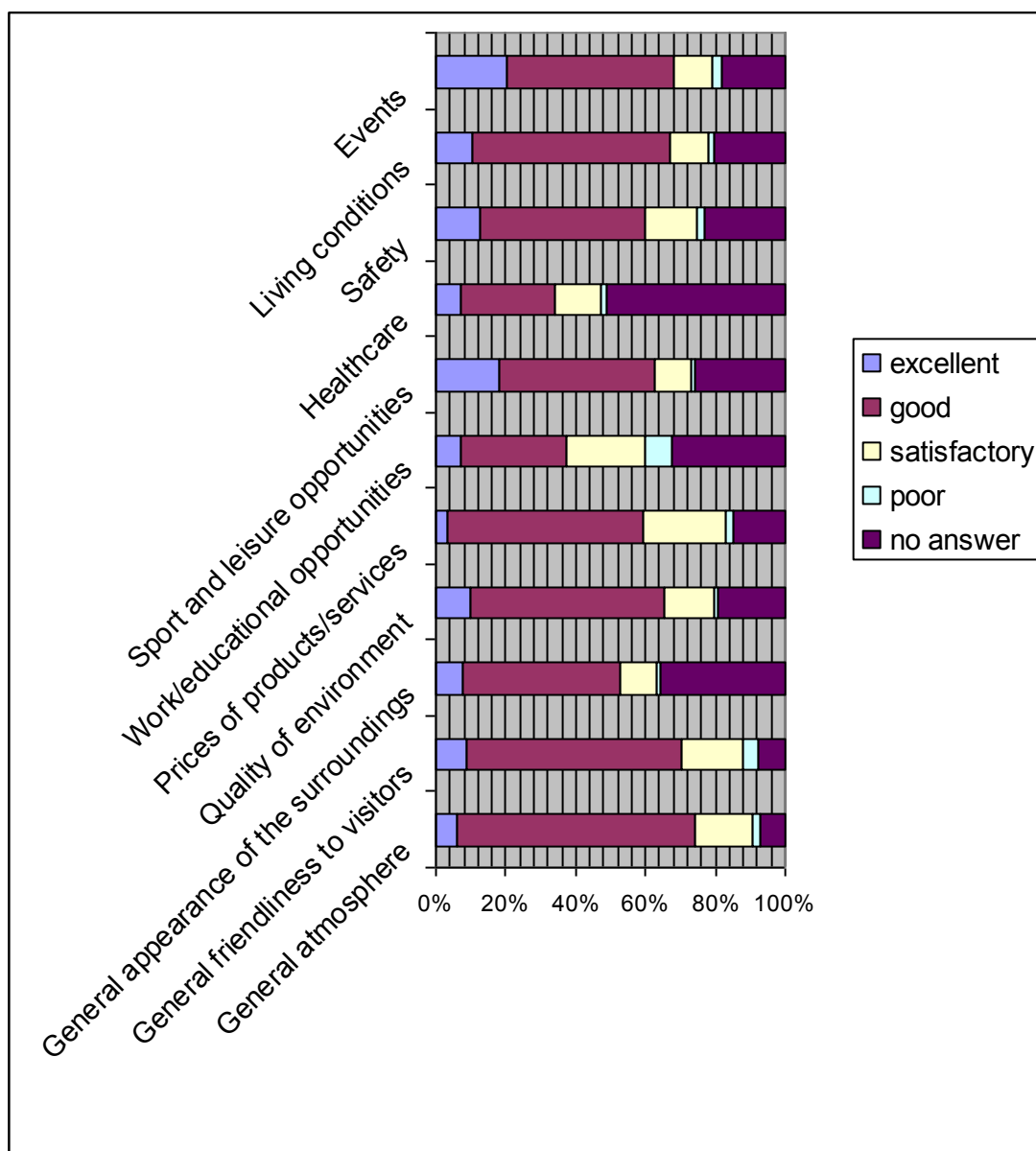


Figure 18. Respondents' Grades for the Region's Features (all Finland)

Figure 19 shows the most expected activities during the respondents' possible visit to Satakunta. The majority of the respondents mentioned attending events and sightseeing as most expected activities.

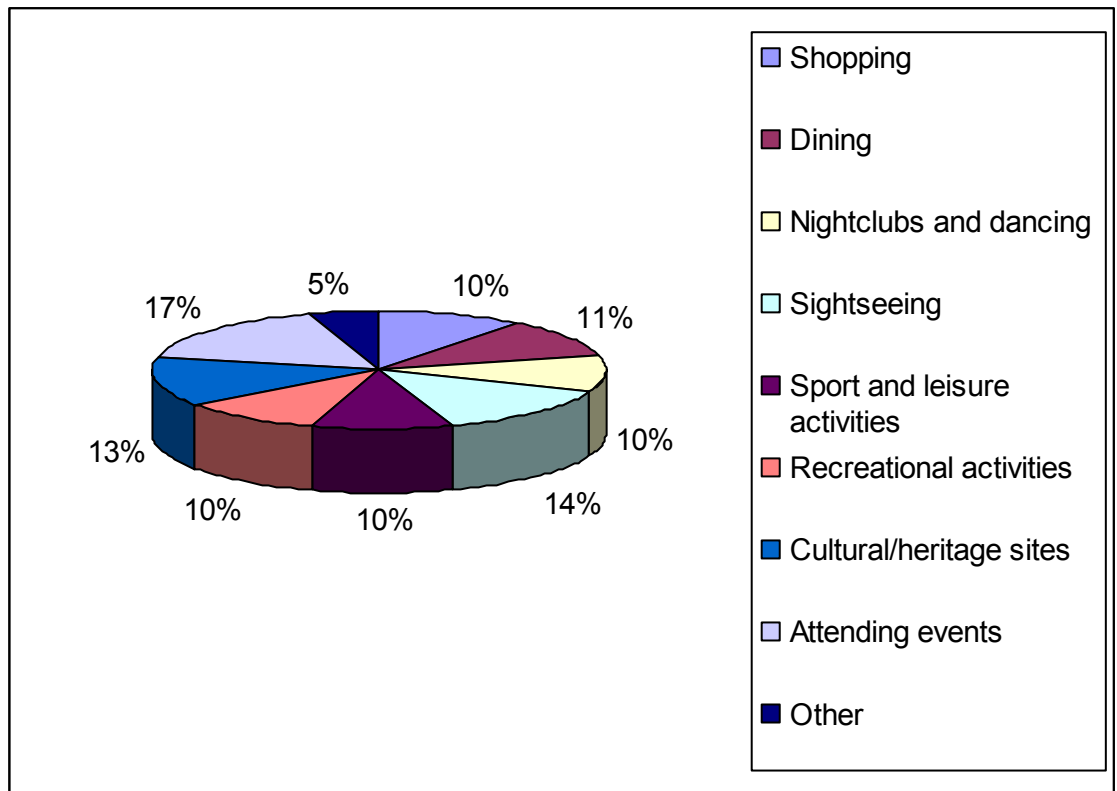


Figure 19. Respondents' Expected Activities during the possible Visit to Satakunta

As Figure 20 shows, 48% of respondents do not have enough knowledge about Satakunta, so they withhold from giving any recommendations for the region. At the same time 25% would recommend it as a place to visit, 18% would recommend it as a place to live, work or study, while 9% said they would not recommend the region.

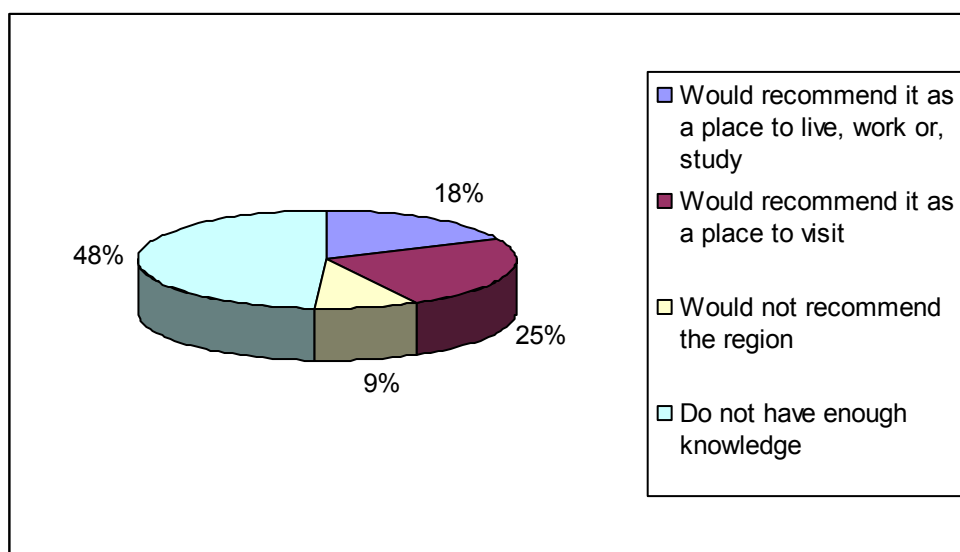


Figure 20. Respondents' Recommendations for Satakunta (all Finland)

In the questionnaire for the residents of all the regions of Finland (apart from Satakunta) we had an open-ended question about their general image of Satakunta. The summary of the answers is presented in Table 3, where we presented the most common description of the image of the region. It is worth noticing that many respondents did not provide the answer for this question. The biggest number of the respondents answered that they did not have a defined image of the region either did not have enough knowledge about the region to make up their mind about it. Almost the same big groups of respondents see the region as a nice and friendly place and notice the region's beautiful surroundings and nature attractions, most commonly mentioned was the coastal region. Others associate the region with the city of Pori, events (especially festivals, like Pori Jazz), the city of Rauma and beaches (especially Yyteri). Smaller respondent groups characterize Satakunta as a quiet place and some even mentioned they were not quite sure in which part of Finland the region is located. Other respondents associated the region with its cultural and historical attractions (mostly mentioning Old Rauma), agriculture and industry, being rural, being the attractive summer destination. The smallest groups noticed that they were not really interested in the region as a place to live, some underlining the negative features such as crime rate and drug use, problems with finding a job (especially for those who do not speak Finnish), lacking in services and public transport, high prices, lacking in shopping and entertainment possibilities. At the same time, some small groups noted that there is a lot of things to do in the region during the visit and they would like to visit it some day and though the region is appreciated by foreign tourists it needs better promotion as a tourist destination to attract both domestic and foreign visitors.

Table 3. Respondents' General Image or Association with the Satakunta Region (Residents of Other Regions of Finland)

Respondents' General Image or Association with the Satakunta Region (Residents of Other Regions of Finland)	
General image/Association	Number of respondents
No defined image, do not know much about the region	46
Nice and friendly place	43
Beautiful surroundings, nature attractions	38
Pori	35
Events	27
Rauma	24
Beaches	20
Quiet place	20
Do not know where it is	19
Cultural and historical attractions	17
No interest in the region	9
Agriculture and industry	9
Hard to find a job	9
Worth visiting during summer	9
Rural	9
Services and public transport lacking	8
The region needs better promotion as a tourist destination	6
Drugs and crime	6
Lots of things to do	5
Can visit the region one day	3
Prices are very high	3
Not much shopping and entertainment possibilities	2
The region is appreciated by foreign tourists	2

The following figures present the results of the survey for the residents of Satakunta. Figures 21-24 gives us the information on the personal details of the respondents. As follows from the figures the majority of the respondents are between 21 and 30 years old and are students. Also the biggest number of the respondents are from Pori sub-region and the majority have been living in Satakunta for more than 20 years.

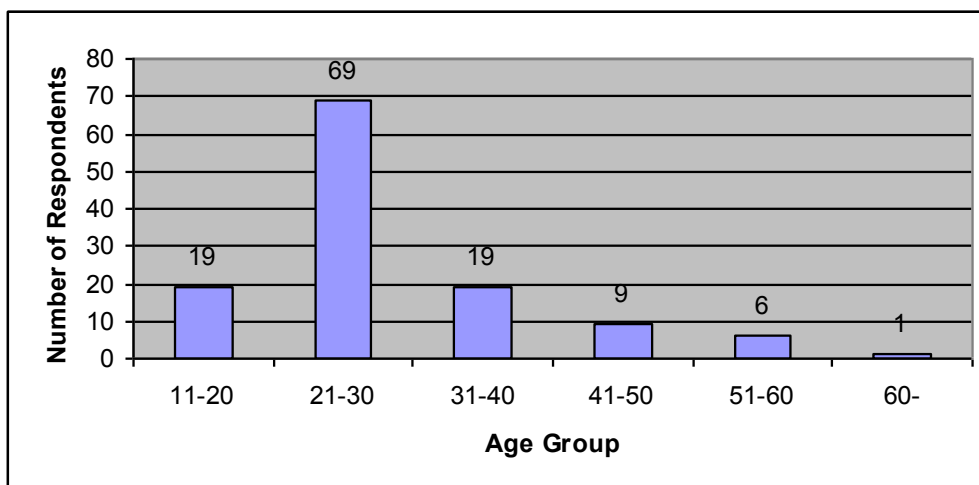


Figure 21. Respondents by Age (Satakunta)

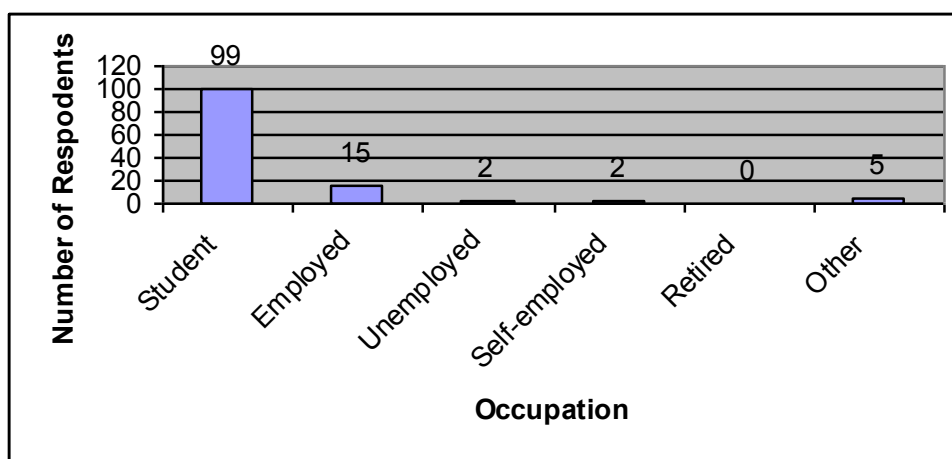


Figure 22. Respondents by Occupation (Satakunta)

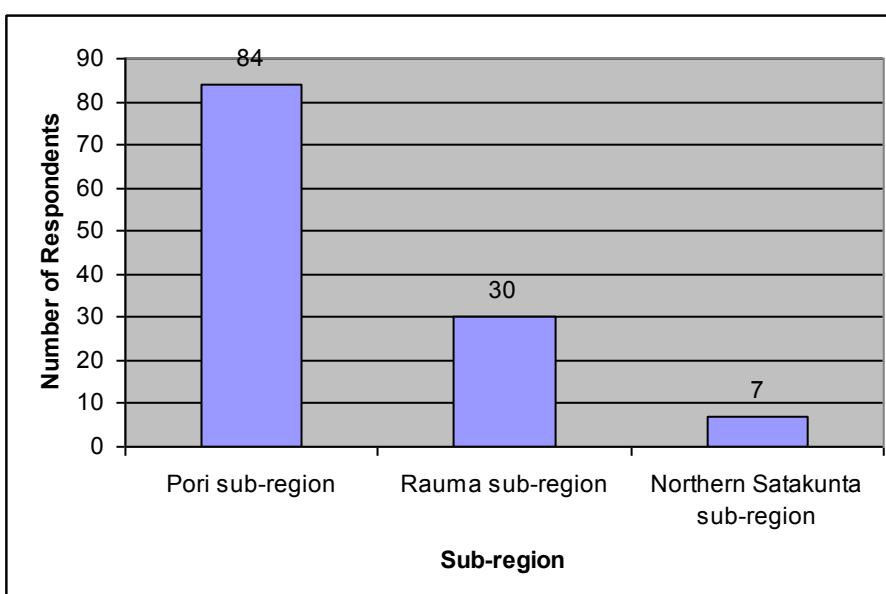


Figure 23. Respondents by the Place of Residence within Satakunta

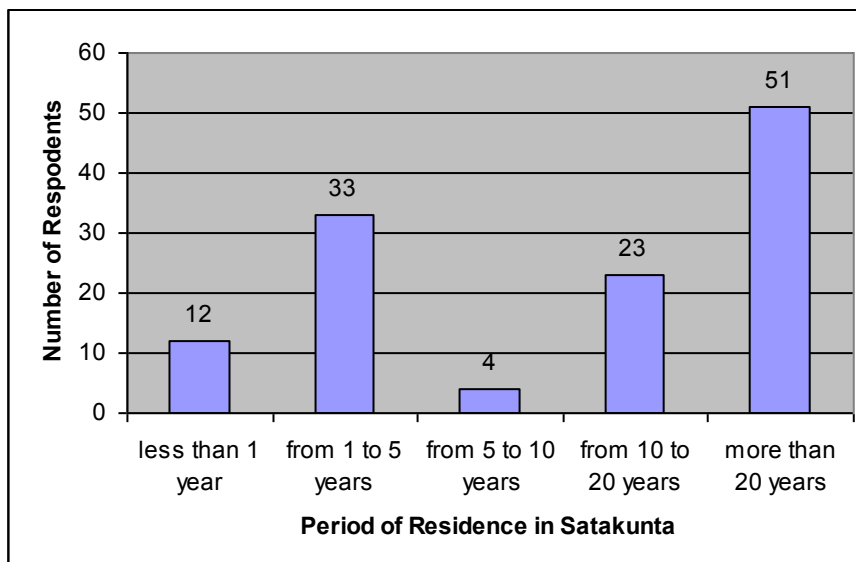


Figure 24. Respondents' Period of Residence in Satakunta

Figure 25 shows the respondents' grades for the regional features with the most common grades being 'good' or 'satisfactory'. The highest grades relate to the living conditions, sports and leisure activities and quality of environment, while lowest grades relate to taxes, salaries, political, social and economical situation in the region.

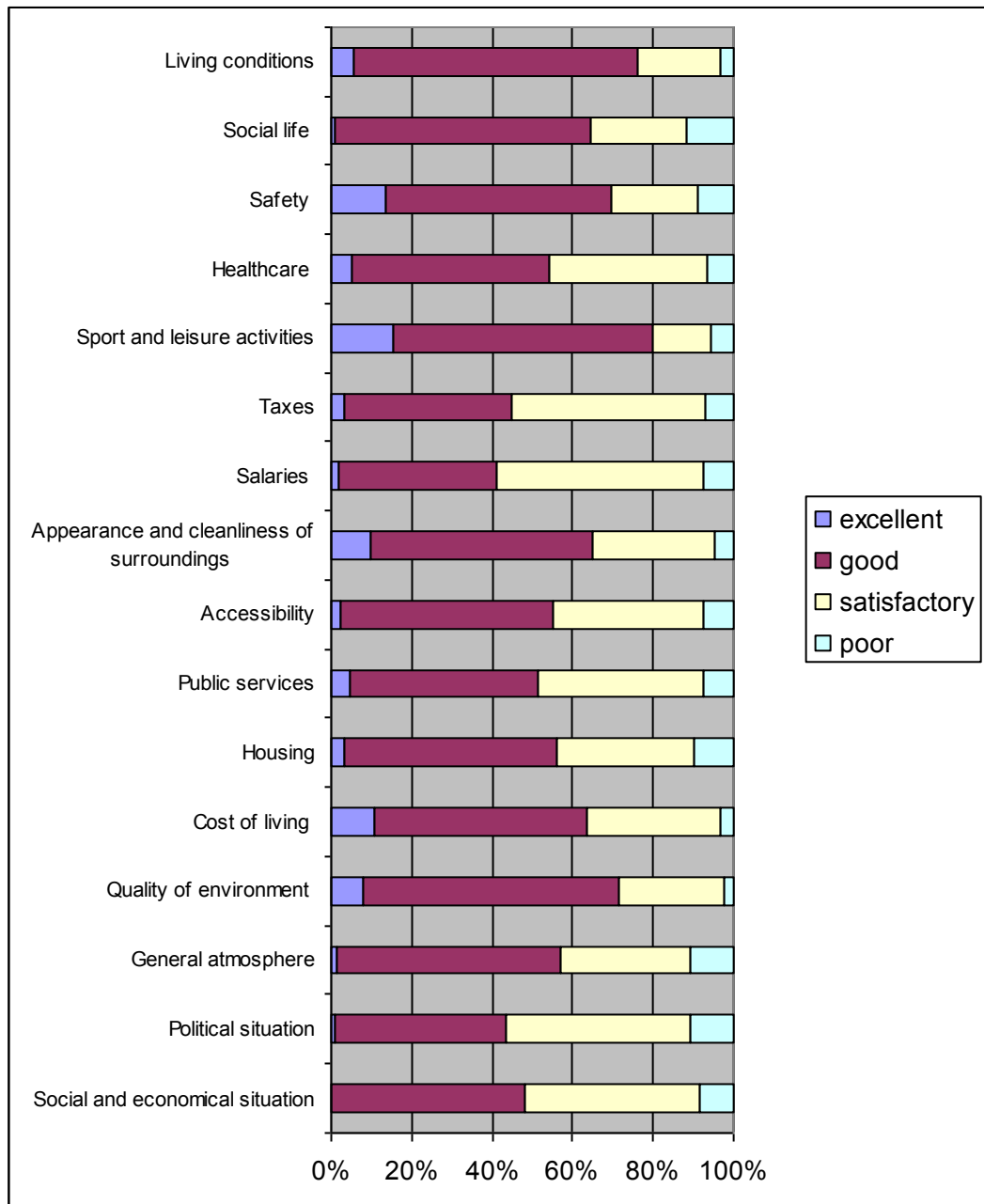


Figure 25. Respondents' Grades for the Region's Features (Satakunta)

When asked to agree or disagree with the statements about Satakunta, the majority of the respondents suggested that the region is not profitable for the investments, the cost of business is high, bureaucracy and corruption exist, the region is not a good place to start a business, public sector organizations can work better and jobs opportunities are not enough (Figure 26). Those results are to some extent contradictory to the responses from the organizations.

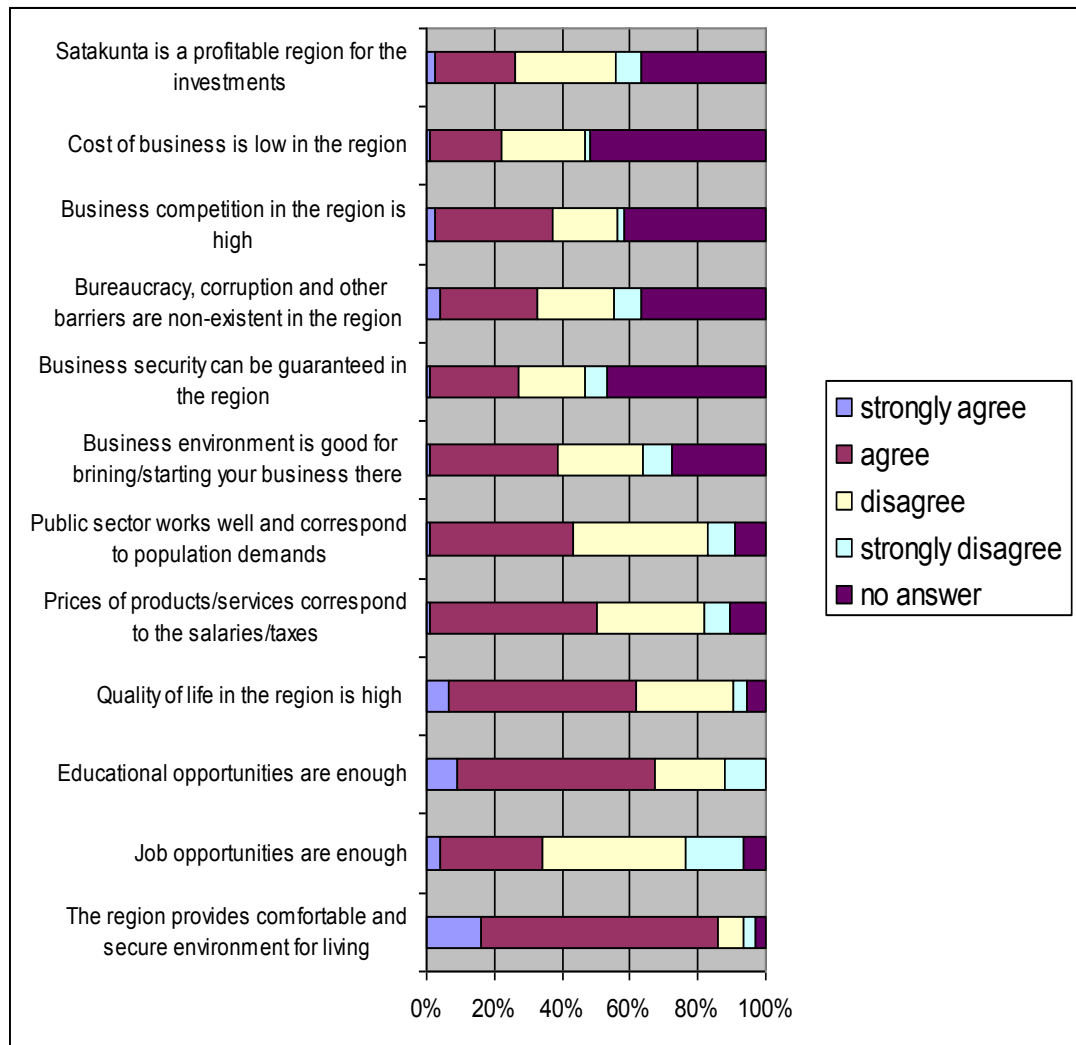


Figure 26. Respondents' Opinion on the Statements about Satakunta (Satakunta)

Figure 27 shows that 59% of Satakunta residents would recommend the region as a place to live, work or study, 26% would recommend it as a place to visit and 15% would not recommend the region.

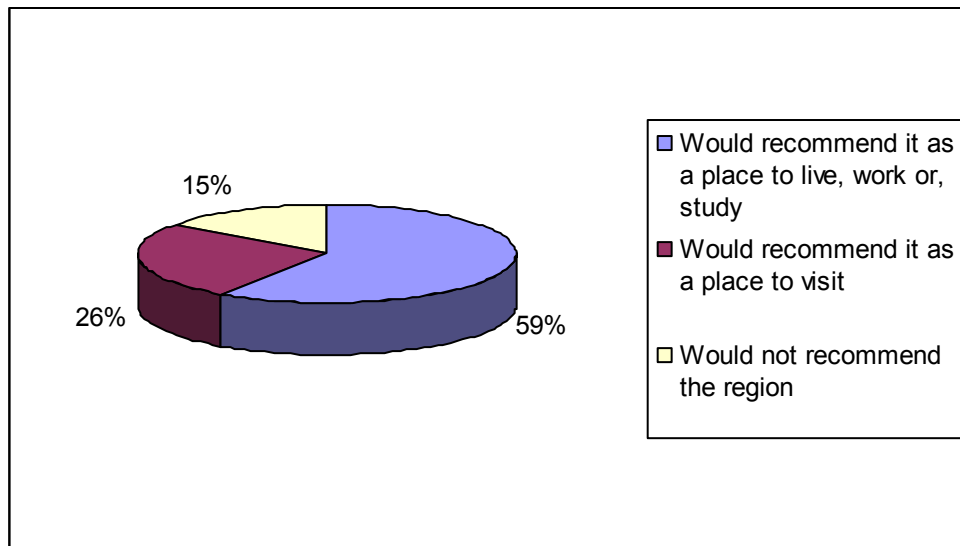


Figure 27. Respondents' Recommendations for Satakunta (Satakunta)

The residents of Satakunta were asked two open-ended questions about the factors that they liked and disliked in the region and what they would like to change. The summarized results are presented in Table 4. The residents mostly appreciated nature and beautiful surroundings, peace and quiet, big number of sports and leisure opportunities, closeness to the sea and beaches (most commonly mentioned Yyteri). Also the friendliness of people, safety, cultural and historical attractions were mentioned as positive features. The respondents also see the region as a good place to be during summer (due to the weather, availability of the beaches) and a place suggesting a lot of educational opportunities. As for the negative features it was noted the insufficient public transport, lack of educational opportunities (though mentioned as enough by others) and mentality of the residents (people need to be more friendly and open-minded). Also some mentioned that public services and healthcare services can operate better, the job opportunities are not enough and some services are not enough together with entertainment opportunities (shopping centers, nightclubs).

Table 4. Satakunta Residents' Liking and Disliking about the Region

Satakunta Residents' Liking and Disliking about the Region			
Like most about the region	Number of respondents	Dislike/would like to change	Number of respondents
Beautiful surroundings, nature	26	Public transport lacking	13
Peaceful and quiet	11	Educational opportunities not enough	11
Sport and leisure opportunities	10	Public services can work better	9
Sea	8	People need to be more friendly and more open-minded	9
Beaches	7	Job opportunities not enough	8
Friendly people	6	Healthcare services can work better	8
Safety	6	Lack in services, little entertainment opportunities	6
Cultural and historical attractions	6		
Good in summer	6		
Educational opportunities	5		

CONCLUSION

Having analyzed the results of the surveys we found out that the Satakunta region is in general found an attractive, comfortable and secure place to live and to do business. Though the region is not very well-known among the residents of other parts of Finland, those who have visited the region see it as a friendly place, interesting and rich in natural and cultural attractions. That fact can play an important role in tourism development, since the region can encourage domestic tourists to come as visitors, especially during summer time. The residents of the region have been more negative about regional features, noticing that some public transportation, healthcare services and public services need to work more effectively. The region is appreciated by both residents and visitors for its beautiful surroundings, cleanliness and attractiveness, variety of available sports and leisure activities, attractive events and friendliness.

At the same time organizations both from Satakunta and other regions of Finland see the region in a very positive way. The organization respondents noticed the high quality of life and environment, the low level of bureaucracy and corruption, business security and governmental support for businesses.

The respondents have noted a number of problems in the region and wished for some changes in public transportation, healthcare and public services which they consider can work more effectively, also the educational and job opportunities were said to be lacking in the region.

The size of the sample is considered enough and choice of the sample is considered to be sufficient to give the reliable answers and draw the conclusions. The summarized results of the research are presented as a SWOT analysis (Table 5). The characteristics of the region mentioned in the SWOT analysis are based on the responses we got from the surveys for organizations, companies and individuals both from Satakunta and other regions of Finland.

The SWOT analysis is an analyzing tool and stands for Strengths, Weaknesses, Opportunities and Threats. It can be used for the assessment of the strategy, business idea, product, brand, company in general, tourist destination or as in our case the region. Strengths and Weaknesses relate to the internal factors (for example marketing strategy or staff for the company), while Opportunities and Threats relate to external factors (such as lack of resources and unstable political situation). (Business Balls 2011.)

We have mostly explained the respondents' opinion concerning the strengths and weaknesses, therefore we would concentrate more on the opportunities and threats of the region. Many respondent organizations from all around Finland have connections in the region and they think the region has enough reliable partners. At the same time organizations would not wish to bring their business operations to the region. This can be explained by the characteristics of the respondent organizations, which are mostly public sector organizations and though interested in having partners in the region they might not want or be able to relocate to Satakunta.

The region has a good potential for tourism development, based on the natural, historical and cultural attractions – UNESCO World Heritage Sites, beautiful surroundings and sunny beaches – as well as events such as Pori Jazz. The region can be promoted as a tourist destination for domestic tourists who search for a holiday destination as well as a short break destination. At the same time, the region is found an attractive place to visit mostly during summer, when the beaches and sports and leisure activities are available and most of the events take place.

Table 5. SWOT Analysis of Satakunta based on the Image of the Region hold by Organizations and Individuals

Strengths	Weaknesses
<ul style="list-style-type: none"> • Work force is of high quality and high availability • Low level of bureaucracy, corruption and other barriers • Business security • Good living conditions • Good quality of environment • Good climate for starting business/business development • Variable sport and leisure activities available • Good social and economical situation • General atmosphere is attractive • Cost of living is relatively low • Appearance and cleanliness of the surroundings • Housing is relatively low-cost • Comfortable and secure environment for living • Location (ports) • Beautiful surroundings, nature attractions • Cultural and historical attractions • Peace and quiet 	<ul style="list-style-type: none"> • Educational opportunities are not enough • Job opportunities are not enough • Salaries are not high enough • Lacking in some services (entertainment) • Public transport lacking • Cost of business is high • Healthcare services are not enough
Opportunities	Threats
<ul style="list-style-type: none"> • Organizations have connections in the region • Reliable business partners • Regional authorities/development organizations support businesses • Can be popular destinations among domestic tourists • Events 	<ul style="list-style-type: none"> • Accessibility • The region is not widely known • Lack of interest in the region • Organizations are not willing to bring the business • Individuals will not consider moving to work, live or study • Not enough demand for products/services • Political situation • Seasonality (summer season popular) • Cooperation between regional actors is not enough

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Appendix 1. Questionnaire for the organizations and companies of Satakunta
(in English and Finnish).

Survey for the organizations and businesses of Satakunta

The following survey is designed as a part of image study of the Satakunta region for the thesis project. The goal of the research is to find out what the organizations and businesses of Satakunta think of the region as a business environment and if they consider the region to be profitable for the investments.

1. Please specify what kind of organization you represent

- ☐ public sector organization
- ☐ private organization
- ☐ educational institution
- ☐ enterprise
- ☐ other

2. Grade the factors and features of the Satakunta region by grading them by the scale from “excellent” to “poor”.

	excellent	good	satisfactory	poor
Social and economical situation	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Political situation	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
General atmosphere	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Quality of environment	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Cost of living	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Housing	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Public services	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Accessibility	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Appearance and cleanliness of surroundings	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Salaries	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Taxes	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Sport and leisure activities	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Healthcare	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Safety	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Social life	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Living conditions	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

3. Express your opinion on the following statements about the Satakunta region by the scale from “strongly disagree” to “strongly agree”.

The region provides comfortable and secure environment for living

☐ *strongly agree* ☐ *agree* ☐ *disagree* ☐ *strongly disagree* ☐ *no answer*

Job opportunities are enough

☐ *strongly agree* ☐ *agree* ☐ *disagree* ☐ *strongly disagree* ☐ *no answer*

Educational opportunities are enough

☐ *strongly agree* ☐ *agree* ☐ *disagree* ☐ *strongly disagree* ☐ *no answer*

Quality of life in the region is high

☐ *strongly agree* ☐ *agree* ☐ *disagree* ☐ *strongly disagree* ☐ *no answer*

Prices of products/services correspond to the salaries/taxes

☐ *strongly agree* ☐ *agree* ☐ *disagree* ☐ *strongly disagree* ☐ *no answer*

Public sector works well and correspond to population demands

☐ *strongly agree* ☐ *agree* ☐ *disagree* ☐ *strongly disagree* ☐ *no answer*

Business environment is good for brining/starting your business there

☐ *strongly agree* ☐ *agree* ☐ *disagree* ☐ *strongly disagree* ☐ *no answer*

Business security can be guaranteed in the region

☐ *strongly agree* ☐ *agree* ☐ *disagree* ☐ *strongly disagree* ☐ *no answer*

Bureaucracy, corruption and other barriers are non-existent in the region

☐ *strongly agree* ☐ *agree* ☐ *disagree* ☐ *strongly disagree* ☐ *no answer*

Business competition in the region is high

☐ *strongly agree* ☐ *agree* ☐ *disagree* ☐ *strongly disagree* ☐ *no answer*

Cost of business is low in the region

☐ *strongly agree* ☐ *agree* ☐ *disagree* ☐ *strongly disagree* ☐ *no answer*

The residents/visitors of the region provide enough demand for the products/services

☐ *strongly agree* ☐ *agree* ☐ *disagree* ☐ *strongly disagree* ☐ *no answer*

The regional authorities/development organizations support businesses

☐ *strongly agree* ☐ *agree* ☐ *disagree* ☐ *strongly disagree* ☐ *no answer*

The work force in the region is of high quality and high availability

☐ *strongly agree* ☐ *agree* ☐ *disagree* ☐ *strongly disagree* ☐ *no answer*

The region provides good access to customers and suppliers

☐ *strongly agree* ☐ *agree* ☐ *disagree* ☐ *strongly disagree* ☐ *no answer*

Grants and incentives are available

☐ *strongly agree* ☐ *agree* ☐ *disagree* ☐ *strongly disagree* ☐ *no answer*

The region has a big number of reliable business partners

☐ *strongly agree* ☐ *agree* ☐ *disagree* ☐ *strongly disagree* ☐ *no answer*

Satakunta is a profitable region for the investments

☐ *strongly agree* ☐ *agree* ☐ *disagree* ☐ *strongly disagree* ☐ *no answer*

4. What do you like most about the region? Please use the space below.

5. What would you like to change? Please use the space below.

Thank you!

Tutkimuskysely Satakunnan organisaatioille ja yrityksille

Kysely on suunniteltu Satakunnan alueen imagon kehittelyyn ja sen vahvistamiseen aiheesta tehtävää oppinäytetyötä varten sekä myös Satakuntaliitolle imagon kehittämistä varten. Tutkimuksen tavoitteena on selvittää mitä Satakunnan organisaatiot ja yritykset maakunnasta ajattelevat. Onko maakunnan ympäristö sopiva yrityksille ja kannattaako kuntaan sijoittaa.

1. Ole hyvä ja määrittele millaista yritystä edustat

- ☐ julkinen sektori
- ☐ yksityinen organisaatio
- ☐ oppilaitos
- ☐ yritys
- ☐ muu

2. Ole hyvä ja arvioi Satakunnan piirteet ja erikoisuudet merkkäämällä niitä vaihtoehtojilla (erinomainen, hyvä, tyydyttävä, huono).

	erinomainen	hyvä	tyydyttävä	huono
Sosiaalinen ja taloudellinen tilanne	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Poliittinen tilanne	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Yleisilmariipi	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Elinpiirin laatu	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Elinkustannukset	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Asuntokanta	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Julkiset palvelut	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Saavutettavuus	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Ympäristön siisteys	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Palkat	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Verot	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Urheilu ja vapaa-ajan mahdollisuudet	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Terveystenhoito	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Turvallisuus	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Kanssakäyminen	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Olosuhteet

☐
☐
☐
☐

3. Ole hyvä ja ilmaise mielipiteesi alla olevista toteamuksista

Satakunnasta asteikolla "vahvasti samaa mieltä" -"vahvasti eri mieltä".

Kunta tarjoaa mukavan ja turvallisen ympäristön elämiseen

☐ *vahvasti samaa mieltä* ☐ *samaa mieltä* ☐ *eri mieltä* ☐ *vahvasti eri mieltä* ☐ *ei vastausta*

Työmahdollisuuksia on riittävästi

☐ *vahvasti samaa mieltä* ☐ *samaa mieltä* ☐ *eri mieltä* ☐ *vahvasti eri mieltä* ☐ *ei vastausta*

Opiskelumahdollisuuksia on riittävästi

☐ *vahvasti samaa mieltä* ☐ *samaa mieltä* ☐ *eri mieltä* ☐ *vahvasti eri mieltä* ☐ *ei vastausta*

Elämisen laatu on korkealla tasolla

☐ *vahvasti samaa mieltä* ☐ *samaa mieltä* ☐ *eri mieltä* ☐ *vahvasti eri mieltä* ☐ *ei vastausta*

Tuotteiden/palveluiden hinnat ovat oikeat suhteessa palkkoihin ja veroihin

☐ *vahvasti samaa mieltä* ☐ *samaa mieltä* ☐ *eri mieltä* ☐ *vahvasti eri mieltä* ☐ *ei vastausta*

Julkinen sektori toimii hyvin ja vastaa populaation edellytyksiä

☐ *vahvasti samaa mieltä* ☐ *samaa mieltä* ☐ *eri mieltä* ☐ *vahvasti eri mieltä* ☐ *ei vastausta*

Liiketaloudellinen ympäristö on hyvä oman yrityksen perustamiseen/aloittamiseen

☐ *vahvasti samaa mieltä* ☐ *samaa mieltä* ☐ *eri mieltä* ☐ *vahvasti eri mieltä* ☐ *ei vastausta*

Liiketalous on turvallista

☐ *vahvasti samaa mieltä* ☐ *samaa mieltä* ☐ *eri mieltä* ☐ *vahvasti eri mieltä* ☐ *ei vastausta*

Byrokratiaa, korruptiota ja muita esteitä ei ole olemassa

☐ *vahvasti samaa mieltä* ☐ *samaa mieltä* ☐ *eri mieltä* ☐ *vahvasti eri mieltä* ☐ *ei vastausta*

Liiketaloudellinen kilpailu on kovaa

☐ *vahvasti samaa mieltä* ☐ *samaa mieltä* ☐ *eri mieltä* ☐ *vahvasti eri mieltä* ☐ *ei vastausta*

Liiketalouden kustannukset ovat matalat

☐ *vahvasti samaa mieltä* ☐ *samaa mieltä* ☐ *eri mieltä* ☐ *vahvasti eri mieltä* ☐ *ei vastausta*

Kunnan asukkaat/kävijät tuottavat riittävästi tuotteita/palveluita kysyntää

☐ *vahvasti samaa mieltä* ☐ *samaa mieltä* ☐ *eri mieltä* ☐ *vahvasti eri mieltä* ☐ *ei vastausta*

Kunnan viranomaiset tukevat yrityksiä

☐ *vahvasti samaa mieltä* ☐ *samaa mieltä* ☐ *eri mieltä* ☐ *vahvasti eri mieltä* ☐ *ei vastausta*

Kunnan työvoima on laadukasta ja korkeasti koulutettua

☐ *vahvasti samaa mieltä* ☐ *samaa mieltä* ☐ *eri mieltä* ☐ *vahvasti eri mieltä* ☐ *ei vastausta*

Kunta mahdollistaa hyvät yhteydet asiakkaisiin ja toimittajiin

☐ *vahvasti samaa mieltä* ☐ *samaa mieltä* ☐ *eri mieltä* ☐ *vahvasti eri mieltä* ☐ *ei vastausta*

Hyvät avustumahdollisuudet

☐ *vahvasti samaa mieltä* ☐ *samaa mieltä* ☐ *eri mieltä* ☐ *vahvasti eri mieltä* ☐ *ei vastausta*

Kunnalla on paljon luotettavia yhteistyökumppaneita

☐ *vahvasti samaa mieltä* ☐ *samaa mieltä* ☐ *eri mieltä* ☐ *vahvasti eri mieltä* ☐ *ei vastausta*

Satakunta on hyvä alue sijoittaa

☐ *vahvasti samaa mieltä* ☐ *samaa mieltä* ☐ *eri mieltä* ☐ *vahvasti eri mieltä* ☐ *ei vastausta*

4. Mistä pidät eniten Satakunnassa? Ole hyvä ja käytä alla olevaa tilaa.

5. Mitä olisit halunnut muuttaa maakunnassa? Ole hyvä ja käytä alla olevaa tilaa.

Kiitos!

Appendix 2. Questionnaire for the organizations and companies from other parts of Finland (in English and Finnish).

Survey on the image of the Satakunta region for the organizations and businesses

The following survey is designed as a part of image study of the Satakunta region for the thesis project. The goal of the research is to find out what the organizations and businesses in Finland think of the Satakunta region as a business environment and if they consider the region to be profitable for the investments.

1. Please specify what kind of organization you represent

- ☐ public sector organization
- ☐ private organization
- ☐ educational institution
- ☐ enterprise
- ☐ other

2. Please specify your location

- ☐ Lapland (Lappi)
- ☐ Northern Ostrobothnia (Pohjois-Pohjanmaa)
- ☐ Kainuu
- ☐ North Karelia (Pohjois-Karjala)
- ☐ Northern Savonia (Pohjois-Savo)
- ☐ Southern Savonia (Etelä-Savo)
- ☐ Southern Ostrobothnia (Etelä-Pohjanmaa)
- ☐ Ostrobothnia (Pohjanmaa)
- ☐ Pirkanmaa
- ☐ Central Ostrobothnia (Keski-Pohjanmaa)
- ☐ Central Finland (Keski-Suomi)
- ☐ Southwest Finland (Varsinais-Suomi)
- ☐ South Karelia (Etelä-Karjala)
- ☐ Päijänne Tavastia (Päijät-Häme)
- ☐ Tavastia Proper (Kanta-Häme)

- ☐ Uusimaa
- ☐ Eastern Uusimaa (Itä-Uusimaa)
- ☐ Kymenlaakso
- ☐ Åland Islands (Ahvenanmaa)

3. Have you got any organizational/business connections in the Satakunta region before?

- ☐ Yes
- ☐ No

4. Would you like to bring your business to the Satakunta region/have more partners in the region?

- ☐ Yes
- ☐ No

5. Grade the factors and features of the Satakunta region by grading them by the scale from “excellent” to “poor”. Your experience concerning the region can be based on your visit/connections/sources of information about the region.

	excellent	good	satisfactory	poor
Social and economical situation	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Political situation	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
General atmosphere	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Quality of environment	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Cost of living	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Housing	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Public services	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Accessibility	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Appearance and cleanliness of surroundings	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Salaries	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Taxes	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Sport and leisure activities	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Healthcare	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Safety	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Social life	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Living conditions	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

6. Express your opinion on the following statements about the Satakunta region by the scale from “strongly disagree” to “strongly agree”.

The region provides comfortable and secure environment for living

☐ *strongly agree* ☐ *agree* ☐ *disagree* ☐ *strongly disagree* ☐ *no answer*

Job opportunities are enough

☐ *strongly agree* ☐ *agree* ☐ *disagree* ☐ *strongly disagree* ☐ *no answer*

Educational opportunities are enough

☐ *strongly agree* ☐ *agree* ☐ *disagree* ☐ *strongly disagree* ☐ *no answer*

Quality of life in the region is high

☐ *strongly agree* ☐ *agree* ☐ *disagree* ☐ *strongly disagree* ☐ *no answer*

Prices of products/services correspond to the salaries/taxes

☐ *strongly agree* ☐ *agree* ☐ *disagree* ☐ *strongly disagree* ☐ *no answer*

Public sector works well and correspond to population demands

☐ *strongly agree* ☐ *agree* ☐ *disagree* ☐ *strongly disagree* ☐ *no answer*

Business environment is good for brining/starting your business there

☐ *strongly agree* ☐ *agree* ☐ *disagree* ☐ *strongly disagree* ☐ *no answer*

Business security can be guaranteed in the region

☐ *strongly agree* ☐ *agree* ☐ *disagree* ☐ *strongly disagree* ☐ *no answer*

Bureaucracy, corruption and other barriers are non-existent in the region

☐ *strongly agree* ☐ *agree* ☐ *disagree* ☐ *strongly disagree* ☐ *no answer*

Business competition in the region is high

☐ *strongly agree* ☐ *agree* ☐ *disagree* ☐ *strongly disagree* ☐ *no answer*

Cost of business is low in the region

☐ *strongly agree* ☐ *agree* ☐ *disagree* ☐ *strongly disagree* ☐ *no answer*

The residents/visitors of the region provide enough demand for the products/services

☐ *strongly agree* ☐ *agree* ☐ *disagree* ☐ *strongly disagree* ☐ *no answer*

The regional authorities/development organizations support businesses

☐ *strongly agree* ☐ *agree* ☐ *disagree* ☐ *strongly disagree* ☐ *no answer*

The work force in the region is of high quality and high availability

☐ *strongly agree* ☐ *agree* ☐ *disagree* ☐ *strongly disagree* ☐ *no answer*

The region provides good access to customers and suppliers

☐ *strongly agree* ☐ *agree* ☐ *disagree* ☐ *strongly disagree* ☐ *no answer*

Grants and incentives are available

☐ *strongly agree* ☐ *agree* ☐ *disagree* ☐ *strongly disagree* ☐ *no answer*

The region has a big number of reliable business partners

☐ *strongly agree* ☐ *agree* ☐ *disagree* ☐ *strongly disagree* ☐ *no answer*

Satakunta is a profitable region for the investments

☐ *strongly agree* ☐ *agree* ☐ *disagree* ☐ *strongly disagree* ☐ *no answer*

7. What is your general image of the Satakunta region? Your experience concerning the region can be based on your visit/connections/sources of information about the region. Please use the space below.

Thank you!

Tutkimuskysely Satakunnan imagosta organisaatioille ja yrityksille

Kysely on suunniteltu Satakunnan alueen imagon kehittelyyn ja sen vahvistamiseen aiheesta tehtävää oppinäytetyötä varten sekä myös Satakuntaliitolle imagon kehittämistä varten. Tutkimuksen tavoitteena on selvittää mitä organisaatiot ja yritykset ympäri Suomea ajattelevat Satakunnasta maakuntana, kuinka sopiva kunta on yrityksille ja kannattaako kuntaan sijoittaa.

1. Ole hyvä ja määrittele millaista yritystä edustat

- ☐ julkinen sektori
- ☐ yksityinen organisaatio
- ☐ oppilaitos
- ☐ yritys
- ☐ muu

2. Ole hyvä ja määrittele sijaintisi

- ☐ Lappi
- ☐ Pohjois-Pohjanmaa
- ☐ Kainuu
- ☐ Pohjois-Karjala
- ☐ Pohjois-Savo
- ☐ Etelä-Savo
- ☐ Etelä-Pohjanmaa
- ☐ Pohjanmaa
- ☐ Pirkanmaa
- ☐ Keski-Pohjanmaa
- ☐ Keski-Suomi
- ☐ Varsinais-Suomi
- ☐ Etelä-Karjala
- ☐ Päijät-Häme
- ☐ Kanta-Häme
- ☐ Uusimaa
- ☐ Itä-Uusimaa
- ☐ Kymenlaakso

- ☐ Ahvenanmaa

3. Onko aikaisemmin tapahtunut Satakunnan yritysten tai organisaatioiden kanssa yhteistyötä?

- ☐ Kyllä
☐ Ei

4. Haluaisitteko tuoda yrityksenne Satakuntaan/saada enemmän yhteistyökumppaneita?

- ☐ Kyllä
☐ Ei

5. Ole hyvä ja arvioi Satakunnan piirteet ja erikoisuudet merkkamalla niitä vaihtoehtoilla (erinomainen, hyvä, tyydyttävä, huono). Kokemuksenne voi perustua käyntiin, yhteyksiin tai lähteeseen.

	erinomainen	hyvä	tyydyttävä	huono
Sosiaalinen ja taloudellinen tilanne	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Poliittinen tilanne	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Yleisilmariipi	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Elinpiirin laatu	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Elinkustannukset	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Asuntokanta	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Julkiset palvelut	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Saavutettavuus	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Ympäristön siisteys	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Palkat	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Verot	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Urheilu ja vapaa-ajan mahdollisuudet	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Terveystenhoolto	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Turvallisuus	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Kanssakäyminen	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Olosuhteet	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

6. Ole hyvä ja ilmaise mielipiteesi alla olevista toteamuksista Satakunnasta asteikolla "vahvasti samaa mieltä" -"vahvasti eri mieltä".

Kokemuksenne voi perustua käyntiin, yhteyksiin tai lähteen.

Kunta tarjoaa mukavan ja turvallisen ympäristön elämiseen

☐ *vahvasti samaa mieltä* ☐ *samaa mieltä* ☐ *eri mieltä* ☐ *vahvasti eri mieltä* ☐ *ei vastausta*

Työmahdollisuuksia on riittävästi

☐ *vahvasti samaa mieltä* ☐ *samaa mieltä* ☐ *eri mieltä* ☐ *vahvasti eri mieltä* ☐ *ei vastausta*

Opiskelumahdollisuuksia on riittävästi

☐ *vahvasti samaa mieltä* ☐ *samaa mieltä* ☐ *eri mieltä* ☐ *vahvasti eri mieltä* ☐ *ei vastausta*

Elämisen laatu on korkealla tasolla

☐ *vahvasti samaa mieltä* ☐ *samaa mieltä* ☐ *eri mieltä* ☐ *vahvasti eri mieltä* ☐ *ei vastausta*

Tuotteiden/palveluiden hinnat ovat oikeat suhteessa palkkoihin ja veroihin

☐ *vahvasti samaa mieltä* ☐ *samaa mieltä* ☐ *eri mieltä* ☐ *vahvasti eri mieltä* ☐ *ei vastausta*

Julkinen sektori toimii hyvin ja vastaa populaation edellytyksiä

☐ *vahvasti samaa mieltä* ☐ *samaa mieltä* ☐ *eri mieltä* ☐ *vahvasti eri mieltä* ☐ *ei vastausta*

Liiketaloudellinen ympäristö on hyvä oman yrityksen perustamiseen/aloittamiseen

☐ *vahvasti samaa mieltä* ☐ *samaa mieltä* ☐ *eri mieltä* ☐ *vahvasti eri mieltä* ☐ *ei vastausta*

Liiketalous on turvallista

☐ *vahvasti samaa mieltä* ☐ *samaa mieltä* ☐ *eri mieltä* ☐ *vahvasti eri mieltä* ☐ *ei vastausta*

Byrokratiaa, korruptiota ja muita esteitä ei ole olemassa

☐ *vahvasti samaa mieltä* ☐ *samaa mieltä* ☐ *eri mieltä* ☐ *vahvasti eri mieltä* ☐ *ei vastausta*

Liiketaloudellinen kilpailu on kovaa

☐ *vahvasti samaa mieltä* ☐ *samaa mieltä* ☐ *eri mieltä* ☐ *vahvasti eri mieltä* ☐ *ei vastausta*

Liiketalouden kustannukset ovat matalat

☐ *vahvasti samaa mieltä* ☐ *samaa mieltä* ☐ *eri mieltä* ☐ *vahvasti eri mieltä* ☐ *ei vastausta*

Kunnan asukkaat/kävijät tuottavat riittävästi tuotteita/palveluita kysyntää

☐ *vahvasti samaa mieltä* ☐ *samaa mieltä* ☐ *eri mieltä* ☐ *vahvasti eri mieltä* ☐ *ei vastausta*

Kunnan viranomaiset tukevat yrityksiä

☐ *vahvasti samaa mieltä* ☐ *samaa mieltä* ☐ *eri mieltä* ☐ *vahvasti eri mieltä* ☐ *ei vastausta*

Kunnan työvoima on laadukasta ja korkeasti koulutettua

☐ *vahvasti samaa mieltä* ☐ *samaa mieltä* ☐ *eri mieltä* ☐ *vahvasti eri mieltä* ☐ *ei vastausta*

Kunta mahdollistaa hyvät yhteydet asiakkaisiin ja toimittajiin

☐ *vahvasti samaa mieltä* ☐ *samaa mieltä* ☐ *eri mieltä* ☐ *vahvasti eri mieltä* ☐ *ei vastausta*

Hyvät avustumahdollisuudet

☐ *vahvasti samaa mieltä* ☐ *samaa mieltä* ☐ *eri mieltä* ☐ *vahvasti eri mieltä* ☐ *ei vastausta*

Kunnalla on paljon luotettavia yhteistyökumppaneita

☐ *vahvasti samaa mieltä* ☐ *samaa mieltä* ☐ *eri mieltä* ☐ *vahvasti eri mieltä* ☐ *ei vastausta*

Satakunta on hyvä alue sijoittaa

☐ *vahvasti samaa mieltä* ☐ *samaa mieltä* ☐ *eri mieltä* ☐ *vahvasti eri mieltä* ☐ *ei vastausta*

7. Mikä on teidän yleinen näkemys Satakunta kohtaan? Kokemuksenne voi perustua käyntiin, yhteyksiin tai lähteen. Ole hyvä ja käytä alla olevaa tilaa.

Kiitos!

Appendix 3. Questionnaire for the residents of Satakunta (in English and Finnish).

Survey for the residents of Satakunta

The following survey is designed as a part of image study of the Satakunta region for the thesis project. The goal of the research is to find out what the residents of Satakunta think of the region as a place to live, work or study and how they grade the quality of life in the region.

1. Please specify your age

- ☐ 11-20
- ☐ 21-30
- ☐ 31-40
- ☐ 41-50
- ☐ 51-60
- ☐ 60-

2. Please specify your occupation

- ☐ Student
- ☐ Employed
- ☐ Unemployed
- ☐ Self-employed
- ☐ Retired
- ☐ Other

3. In which part of the Satakunta region do you reside?

- ☐ Pori region (Porin seutukunta)
- ☐ Rauma region (Rauman seutukunta)
- ☐ Northern Satakunta (Pohjois-Satakunnan seutukunta)

4. How long have you been living in Satakunta?

- ☐ less than 1 year
- ☐ from 1 to 5 years
- ☐ from 5 to 10 years
- ☐ from 10 to 20 years
- ☐ more than 20 years

5. Grade the factors and features of the Satakunta region by grading them by the scale from “excellent” to “poor”.

	excellent	good	satisfactory	poor
Social and economical situation	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Political situation	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
General atmosphere	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Quality of environment	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Cost of living	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Housing	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Public services	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Accessibility	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Appearance and cleanliness of surroundings	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Salaries	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Taxes	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Sport and leisure activities	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Healthcare	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Safety	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Social life	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Living conditions	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

6. Express your opinion on the following statements about the Satakunta region by the scale from “strongly disagree” to “strongly agree”.

The region provides comfortable and secure environment for living

☐ *strongly agree* ☐ *agree* ☐ *disagree* ☐ *strongly disagree* ☐ *no answer*

Job opportunities are enough

☐ *strongly agree* ☐ *agree* ☐ *disagree* ☐ *strongly disagree* ☐ *no answer*

Educational opportunities are enough

☐ *strongly agree* ☐ *agree* ☐ *disagree* ☐ *strongly disagree* ☐ *no answer*

Quality of life in the region is high

☐ *strongly agree* ☐ *agree* ☐ *disagree* ☐ *strongly disagree* ☐ *no answer*

Prices of products/services correspond to the salaries/taxes

☐ *strongly agree* ☐ *agree* ☐ *disagree* ☐ *strongly disagree* ☐ *no answer*

Public sector works well and correspond to population demands

☐ *strongly agree* ☐ *agree* ☐ *disagree* ☐ *strongly disagree* ☐ *no answer*

Business environment is good for brining/starting your business there

☐ *strongly agree* ☐ *agree* ☐ *disagree* ☐ *strongly disagree* ☐ *no answer*

Business security can be guaranteed in the region

☐ *strongly agree* ☐ *agree* ☐ *disagree* ☐ *strongly disagree* ☐ *no answer*

Bureaucracy, corruption and other barriers are non-existent in the region

☐ *strongly agree* ☐ *agree* ☐ *disagree* ☐ *strongly disagree* ☐ *no answer*

Business competition in the region is high

☐ *strongly agree* ☐ *agree* ☐ *disagree* ☐ *strongly disagree* ☐ *no answer*

Cost of business is low in the region

☐ *strongly agree* ☐ *agree* ☐ *disagree* ☐ *strongly disagree* ☐ *no answer*

Satakunta is a profitable region for the investments

☐ *strongly agree* ☐ *agree* ☐ *disagree* ☐ *strongly disagree* ☐ *no answer*

7. What do you like most about the region? Please use the space below.

8. What would you like to change? Please use the space below.

9. Would you recommend the Satakunta region to your friends/people you know?

- ☐ Yes, I would recommend it as a place to live, work or, study
- ☐ Yes, I would recommend it as a place to visit
- ☐ No, I would not recommend the region

Thank you!

Tutkimuskysely Satakunnan asukkaille

Kysely on suunniteltu Satakunnan alueen imagon kehittelyyn ja sen vahvistamiseen aiheesta tehtävää oppinäytetyötä varten sekä myös Satakuntaliitolle imagon kehittämistä varten. Tutkimuksen tavoitteena on selvittää, mitä Satakunnan asukkaat ajattelevat kunnasta paikkana asua, työskennellä tai opiskella. Tutkitaan myös sitä, miten asukkaat arvioivat elämisen laatua kunnassa.

1. Ole hyvä ja ilmoita ikäsi

- ☐ 11-20
- ☐ 21-30
- ☐ 31-40
- ☐ 41-50
- ☐ 51-60
- ☐ 60-

2. Ole hyvä ja ilmoita ammattisi

- ☐ Opiskelija
- ☐ Työllistetty
- ☐ Työtön
- ☐ Itsenäinen ammatinharjoittaja
- ☐ Eläkkeellä
- ☐ Muu

3. Missä Satakunnan maakunnassa asut?

- ☐ Porin seutukunta
- ☐ Rauman seutukunta
- ☐ Pohjois-Satakunnan seutukunta

4. Kuinka kauan olet asunnut Satakunnassa?

- ☐ Vähemmän kuin yhden vuoden
- ☐ Yhdestä viiteen vuoteen
- ☐ Viidestä kymmeneen vuoteen
- ☐ Kymmenestä kahteenkymmeneen vuoteen

- ☐ Enemmän kuin kaksikymmentä vuotta

5. Ole hyvä ja arvioi Satakunnan piirteet ja erikoisuudet merkkamalla niitä vaihtoehtoilla (erinomainen, hyvä, tyydyttävä, huono).

	erinomainen	hyvä	tyydyttävä	huono
Sosiaalinen ja taloudellinen tilanne	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Poliittinen tilanne	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Yleisilmariipi	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Elinpiirin laatu	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Elinkustannukset	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Asuntokanta	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Julkiset palvelut	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Saavutettavuus	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Ympäristön siisteys	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Palkat	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Verot	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Urheilu ja vapaa-ajan mahdollisuudet	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Terveystenhoito	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Turvallisuus	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Kanssakäyminen	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Olosuhteet	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

6. Ole hyvä ja ilmaise mielipiteesi alla olevista toteamuksista Satakunnasta asteikolla "vahvasti samaa mieltä" -"vahvasti eri mieltä".

Kunta tarjoaa mukavan ja turvallisen ympäristön elämiseen

- ☐ vahvasti samaa mieltä ☐ samaa mieltä ☐ eri mieltä ☐ vahvasti eri mieltä ☐ ei vastausta

Työmahdollisuuksia on riittävästi

- ☐ vahvasti samaa mieltä ☐ samaa mieltä ☐ eri mieltä ☐ vahvasti eri mieltä ☐ ei vastausta

Opiskelumahdollisuuksia on riittävästi

☐ *vahvasti samaa mieltä* ☐ *samaa mieltä* ☐ *eri mieltä* ☐ *vahvasti eri mieltä* ☐ *ei vastausta*

Elämisen laatu on korkealla tasolla

☐ *vahvasti samaa mieltä* ☐ *samaa mieltä* ☐ *eri mieltä* ☐ *vahvasti eri mieltä* ☐ *ei vastausta*

Tuotteiden/palveluiden hinnat ovat oikeat suhteessa palkkoihin ja veroihin

☐ *vahvasti samaa mieltä* ☐ *samaa mieltä* ☐ *eri mieltä* ☐ *vahvasti eri mieltä* ☐ *ei vastausta*

Julkinen sektori toimii hyvin ja vastaa populaation edellytyksiä

☐ *vahvasti samaa mieltä* ☐ *samaa mieltä* ☐ *eri mieltä* ☐ *vahvasti eri mieltä* ☐ *ei vastausta*

Liiketaloudellinen ympäristö on hyvä oman yrityksen perustamiseen/aloittamiseen

☐ *vahvasti samaa mieltä* ☐ *samaa mieltä* ☐ *eri mieltä* ☐ *vahvasti eri mieltä* ☐ *ei vastausta*

Liiketalous on turvallista

☐ *vahvasti samaa mieltä* ☐ *samaa mieltä* ☐ *eri mieltä* ☐ *vahvasti eri mieltä* ☐ *ei vastausta*

Byrokratiaa, korruptiota ja muita esteitä ei ole olemassa

☐ *vahvasti samaa mieltä* ☐ *samaa mieltä* ☐ *eri mieltä* ☐ *vahvasti eri mieltä* ☐ *ei vastausta*

Liiketaloudellinen kilpailu on kovaa

☐ *vahvasti samaa mieltä* ☐ *samaa mieltä* ☐ *eri mieltä* ☐ *vahvasti eri mieltä* ☐ *ei vastausta*

Liiketalouden kustannukset ovat matalat

☐ *vahvasti samaa mieltä* ☐ *samaa mieltä* ☐ *eri mieltä* ☐ *vahvasti eri mieltä* ☐ *ei vastausta*

Satakunta on hyvä alue sijoittaa

- ☐ *vahvasti samaa mieltä* ☐ *samaa mieltä* ☐ *eri mieltä* ☐ *vahvasti eri mieltä* ☐ *ei vastausta*

7. Mistä pidät eniten Satakunnassa? Ole hyvä ja käytä alla olevaa tilaa.

8. Mitä olisit halunnut muuttaa maakunnassa? Ole hyvä ja käytä alla olevaa tilaa.

9. Suosittelisitko Satakuntaa ystävillesi tai ihmisille joita tunnet?

- ☐ Kyllä, suosittelisin sitä asuin-, työ- tai opiskelupaikkana
- ☐ Kyllä, suosittelisin sitä nähtävyytenä
- ☐ Ei, en suosittelisi Satakuntaa

Kiitos!

Appendix 4. Questionnaire for residents of other parts of Finland (in English and Finnish).

Survey on the image of the Satakunta region

The following survey is designed as a part of image study of the Satakunta region for the thesis project. The goal of the research is to find out what the residents of other parts of Finland think of the Satakunta region as a place to live, work or study and as tourist destination.

1. Please specify your age

- ☐ 11-20
- ☐ 21-30
- ☐ 31-40
- ☐ 41-50
- ☐ 51-60
- ☐ 60-

2. Please specify your occupation

- ☐ Student
- ☐ Employed
- ☐ Unemployed
- ☐ Self-employed
- ☐ Retired
- ☐ Other

3. Please specify the region of your residence in Finland

- ☐ Lapland (Lappi)
- ☐ Northern Ostrobothnia (Pohjois-Pohjanmaa)
- ☐ Kainuu
- ☐ North Karelia (Pohjois-Karjala)
- ☐ Northern Savonia (Pohjois-Savo)
- ☐ Southern Savonia (Etelä-Savo)
- ☐ Southern Ostrobothnia (Etelä-Pohjanmaa)
- ☐ Ostrobothnia (Pohjanmaa)

- ☐ Pirkanmaa
- ☐ Central Ostrobothnia (Keski-Pohjanmaa)
- ☐ Central Finland (Keski-Suomi)
- ☐ Southwest Finland (Varsinais-Suomi)
- ☐ South Karelia (Etelä-Karjala)
- ☐ Päijänne Tavastia (Päijät-Häme)
- ☐ Tavastia Proper (Kanta-Häme)
- ☐ Uusimaa
- ☐ Eastern Uusimaa (Itä-Uusimaa)
- ☐ Kymenlaakso
- ☐ Åland Islands (Ahvenanmaa)

4. To which destinations do you travel more often?

- ☐ Destinations within the region
- ☐ Destinations within Finland
- ☐ Destinations within EU
- ☐ Destinations outside EU

5. Have you visited the Satakunta region before? If not, would you like to visit it?

- ☐ Yes
- ☐ No

6. Would you go to work, live or study to the Satakunta region?

- ☐ Yes
- ☐ No

If you have visited the Satakunta region before, please answer the questions 7, 8 and 9. If you have never been there, please continue with question 10.

7. What was the reason of your visit to the Satakunta region? You can choose more than one option.

- ☐ Tourism
- ☐ Job/Business
- ☐ Education

- ☐ Visit to family/friends
- ☐ Other

8. What were the most important/interesting activities for you while visiting the region? You can choose more than one option.

- ☐ Shopping
- ☐ Dining
- ☐ Nightclubs and dancing
- ☐ Sightseeing
- ☐ Sport and leisure activities
- ☐ Recreational activities
- ☐ Cultural/heritage sites
- ☐ Attending events
- ☐ Other

9. Please grade the experience from your visit in the following categories (excellent, good, satisfactory, poor, no answer).

	excellent	good	satisfactory	poor	no answer
General atmosphere	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
General friendliness to visitors	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
General appearance of the surroundings	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Quality of environment	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Prices of products/services	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Work/educational opportunities	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Sport and leisure opportunities	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Healthcare	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Safety	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Living conditions	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Events	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

10. If you had a chance to visit the Satakunta region/make a return visit, what would be the activities you expect to experience?

- ☐ Shopping
- ☐ Dining

- ☐ Nightclubs and dancing
- ☐ Sightseeing
- ☐ Sport and leisure activities
- ☐ Recreational activities
- ☐ Cultural/heritage sites
- ☐ Attending events
- ☐ Other

11. What is your general image of the Satakunta region? Your experience concerning the region can be based on your visit or your knowledge. Please use the space below.

12. Would you recommend the Satakunta region to your friends/people you know?

- ☐ Yes, I would recommend it as a place to live, work or, study
- ☐ Yes, I would recommend it as a place to visit
- ☐ No, I would not recommend the region
- ☐ I do not have enough knowledge on the region to give recommendations

Thank you!

Tutkimus Satakunta alueen imagosta

Kysely on suunniteltu Satakunta alueen imago kehittelyyn ja kasvuun oppinäytetyön varten. Tutkimuksen tavoitteena on selvittää mitä asukkaat ympäri Suomea ajattelevat Satakunnasta paikkana asua, työskennellä tai opiskella, myös miten Satakuntaa nähdään matkailukohteena.

1. Ole hyvä ja ilmoita ikäsi

- ☐ 11-20
- ☐ 21-30
- ☐ 31-40
- ☐ 41-50
- ☐ 51-60
- ☐ 60-

2. Ole hyvä ja ilmoita ammattisi

- ☐ Opiskelija
- ☐ Työllistetty
- ☐ Työtön
- ☐ Itsenäinen ammatinharjoittaja
- ☐ Eläkkeellä
- ☐ Muu

3. Ole hyvä ja ilmoita oma asuinkuntasi Suomessa

- ☐ Lappi
- ☐ Pohjois-Pohjanmaa
- ☐ Kainuu
- ☐ Pohjois-Karjala
- ☐ Pohjois-Savo
- ☐ Etelä-Savo
- ☐ Etelä-Pohjanmaa
- ☐ Pohjanmaa
- ☐ Pirkanmaa
- ☐ Keski-Pohjanmaa
- ☐ Keski-Suomi
- ☐ Varsinais-Suomi

- ☐ Etelä-Karjala
- ☐ Päijät-Häme
- ☐ Kanta-Häme
- ☐ Uusimaa
- ☐ Itä-Uusimaa
- ☐ Kymenlaakso
- ☐ Ahvenanmaa

4. Mihin matkakohteisiin matkustat eniten?

- ☐ Matkakohteet seudulla
- ☐ Matkakohteet Suomessa
- ☐ Matkakohteet Euroopassa
- ☐ Matkakohteet Euroopan ulkopuolella

5. Oletko vieraillut Satakunnassa aikaisemmin? Jos et ole, haluaisitko käydä siellä?

- ☐ Kyllä
- ☐ Ei

6. Menisitkö Satakuntaan työhön, opiskelemaan tai asumaan?

- ☐ Kyllä
- ☐ Ei

Jos olet käynyt Satakunnassa aikaisemmin, ole hyvä ja vasta kysymyksiin 7, 8 ja 9.

Jos et ole koskaan käynyt Satakunnassa, jatka kysymyksellä 10.

7. Mikä oli syynä vierailussa Satakunnassa? Voi valita useamman vaihtoehdon.

- ☐ Turismi
- ☐ Työ/Bisnes
- ☐ Opiskelu
- ☐ Perhe/ystävät
- ☐ Muu

8. Mikä oli tärkein/kiinnostavin toiminta Satakunnan alueella? Voi valita useamman vaihtoehdon.

- ☐ Shoppailu
- ☐ Ateriointi
- ☐ Yöelämä
- ☐ Nähtävyydet
- ☐ Urheilu ja vapaa-aika
- ☐ Ajanvietteellinen toiminta
- ☐ Kulttuuri
- ☐ Paikalliset tapahtumat
- ☐ Muu

9. Ole hyvä ja arvioi kokemustasi vierailusta seuraavilla vaihtoehtoilla (erinomainen, hyvä, tyydyttävä, huono, ei vastausta).

	erinomainen	hyvä	tyydyttävä	huono	ei vastausta
Yleisilmapiiri	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Ystävällisyys vierailijoita kohtaan	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Ympäristön miellyttävyys	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Elinpiirin laatu	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Tuotteiden/palveluiden hinta	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Työ/opiskelu mahdollisuudet	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Urheilu ja vapaa-ajan mahdollisuudet	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Terveystieteiden huolto	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Turvallisuus	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Olosuhteet	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Tapahtumat	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

10. Jos tulisi mahdollisuus vierailla Satakunnassa/tehdä paluu käynnin, mitä tapahtumia haluaisit kokea?

- ☐ Shoppailu
- ☐ Ateriointi
- ☐ Yöelämä
- ☐ Nähtävyyksiä
- ☐ Urheilu ja vapaa-aika
- ☐ Ajanvietteellinen toiminta

- ☐ Kulttuuri
- ☐ Paikalliset tapahtumat
- ☐ Muu

11. Mikä on yleinen näkemys Satakunnasta? Kokemus voi pohjautua omaan tietoon tai vierailuun. Ole hyvä ja käytä alhaalla olevaa tilaa.

12. Suositteletko Satakuntaa ystäville tai ihmisille joita tunnet?

- ☐ Kyllä, suosittelisin sitä asuin-, työ- tai opiskelupaikkana
- ☐ Kyllä, suosittelisin sitä nähtävyytenä
- ☐ Ei, en suosittelisi Satakuntaa
- ☐ En tunne Satakuntaa suositellakseni

Kiitos!

Appendix 5. Cover letter for companies and organizations of Satakunta.

Dear Sir/Madam,

We are studying in RAMK (Rovaniemi University of Applied Sciences) and currently writing our thesis on the image of the Satakunta region. Within the thesis process we conduct the survey on what different organizations and companies of Satakunta think of the region as a business environment and if they consider the region to be profitable for the investments.

We would be very grateful if you can fill in the questionnaire on your perception of the region. The questionnaire is available by the following address <http://www.webropol.com/P.aspx?id=513977&cid=116001057> The survey would take 5-8 min.

Thank you for your cooperation.

Yours faithfully,

Evgenia Amey and Kristina Nikkari

Rovaniemi University of Applied Sciences

evgenia.amey@edu.ramk.fi

kristina.nikkari@edu.ramk.fi

+358 449698970

Rovaniemi, FINLAND

Arvoisa Herra/Rouva,

Olemme RAMKin opiskelijoita (Rovaniemen Ammattikorkeakoulu) ja parhaillaan kirjoitamme meidän lopputyötä koskevaa Satakunnan imago-tutkimusta. Lopputyön aikana me suoritamme tutkimuskyselyn joka pohjautuu siihen mitä erilaiset Satakunnan organisaatiot ja yritykset kunnasta ajattelevat, kuinka kunnan ympäristö on sopiva yrityksille ja kannattaako siihen tehdä sijoituksia.

Me olisimme hyvin kiitollisia jos te voisitte vastata kyselyyn teidän näkemysten perusteella.

Kysely on saatavilla tästä osoitteesta
<http://www.webropol.com/P.aspx?id=513977&cid=116001057> Kyselyyn
menee noin 5-8 minuuttia.

Kiitämme yhteistyöstä.

Ystävällisin terveisin,

Evgenia Amey ja Kristina Nikkari

Rovaniemi University of Applied Sciences

evgenia.amey@edu.ramk.fi

kristina.nikkari@edu.ramk.fi

+358 449698970

Rovaniemi, FINLAND

Appendix 6. Cover letter for companies and organizations from other parts of
Finland

Dear Sir/Madam,

We are studying in RAMK (Rovaniemi University of Applied Sciences) and currently writing our thesis on the image of the Satakunta region. Within the thesis process we conduct the survey on what different organizations and companies all over Finland think of the region as a business environment and if they consider the region to be profitable for the investments.

We would be very grateful if you can fill in the questionnaire on your perception of the region. The questionnaire is available by the following address <http://www.webropol.com/P.aspx?id=513979&cid=115984287> The survey would take 5-8 min.

Thank you for your cooperation.

Yours faithfully,

Evgenia Amey and Kristina Nikkari

Rovaniemi University of Applied Sciences

evgenia.amey@edu.ramk.fi

kristina.nikkari@edu.ramk.fi

+358 449698970

Rovaniemi, FINLAND

Arvoisa Herra/Rouva,

Olemme RAMKin opiskelijoita (Rovaniemen Ammattikorkeakoulu) ja parhaillaan kirjoitamme meidän lopputyötä koskevaa Satakunnan imago-tutkimusta. Lopputyön aikana me suoritamme tutkimuskyselyn joka pohjautuu siihen mitä erilaiset Satakunnan organisaatiot ja yritykset kunnasta ajattelevat, kuinka kunnan ympäristö on sopiva yrityksille ja kannattaako siihen tehdä sijoituksia.

Me olisimme hyvin kiitollisia jos te voisitte vastata kyselyyn teidän näkemysten perusteella.

Kysely on saatavilla tästä osoitteesta
<http://www.webropol.com/P.aspx?id=513979&cid=115984287> Kyselyyn
menee noin 5-8 minuuttia.

Kiitämme yhteistyöstä.

Ystävällisin terveisin,

Evgenia Amey ja Kristina Nikkari

Rovaniemi University of Applied Sciences

evgenia.amey@edu.ramk.fi

kristina.nikkari@edu.ramk.fi

+358 449698970

Rovaniemi, FINLAND

Appendix 7. Cover letter for the residents of Satakunta

Hi everyone,

We're writing our thesis on the image of the Satakunta region, for that we conduct the survey on what AMK and University students who reside in Satakunta think about the region and if they consider it to be a good place to live, work or study.

Please fill in the questionnaire either in Finnish <http://www.webropol.com/P.aspx?id=513972&cid=116037951> or in English <http://www.webropol.com/P.aspx?id=510425&cid=143799009> The survey will take 3-5 min.

Thank you.

Best regards,

Evgenia Amey and Kristina Nikkari

Rovaniemi University of Applied Sciences

Rovaniemi, FINLAND

Päivää kaikille,

Parhaillaan me kirjoitamme lopputyötämme koskien Satakunnan imagoa. Lopputyön aikana me johdamme tutkimuskyselyn josta selviää mitä Satakunnan AMKn ja Yliopiston opiskelijat ajattelevat siitä paikkana asua, työskennellä tai opiskella.

Ole hyvä ja vastaa kyselyyn suomeksi <http://www.webropol.com/P.aspx?id=513972&cid=116037951> tai englanniksi <http://www.webropol.com/P.aspx?id=510425&cid=143799009> Kyselyyn menee noin 3-5 minuuttia.

Kiitämme yhteistyöstä.

Ystävällisin terveisin,

Evgenia Amey ja Kristina Nikkari

Rovaniemi University of Applied Sciences

Rovaniemi, FINLAND

Appendix 8. Cover letter for residents of other parts of Finland

Hi everyone,

We're writing our thesis on the image of the Satakunta region, for that we conduct the survey on what AMK and University students all over Finland know about the region and if they consider it to be a good place to live, work or study and if they would like to travel there.

Please fill in the questionnaire either in Finnish <http://www.webropol.com/P.aspx?id=513973&cid=116031243> or in English <http://www.webropol.com/P.aspx?id=510426&cid=143788947> The survey will take 3-5 min.

Thank you.

Best regards,

Evgenia Amey and Kristina Nikkari

Rovaniemi University of Applied Sciences

Rovaniemi, FINLAND

Päivää kaikille,

Parhaillaan me kirjoitamme lopputyötämme koskien Satakunnan imagoa. Lopputyön aikana me johdamme tutkimuskyselyn josta selviää mitä AMKn ja Yliopiston opiskelijat ympäri Suomea ajattelevat siitä paikkana asua, työskennellä, opiskella ja jos he haluavat matkustaa sinne.

Ole hyvä ja vastaa kyselyyn suomeksi <http://www.webropol.com/P.aspx?id=513973&cid=116031243> tai englanniksi <http://www.webropol.com/P.aspx?id=510426&cid=143788947> Kyselyyn menee noin 3-5 minuuttia.

Kiitämme yhteistyöstä.

Ystävällisin terveisin,

Evgenia Amey ja Kristina Nikkari

Rovaniemi University of Applied Sciences

Rovaniemi, FINLAND